

# BUYERS 360° Hearth & Home

|         |                 |           |
|---------|-----------------|-----------|
|         | Hearth & Home   | \$75.00/M |
| 172,565 | 1 Month Hotline | +10.00/M  |
|         | Emails          | \$95.00/M |
|         | Phones          | +20.00/M  |

## Description

These active consumers furnish their homes with originals and reproductions of popular American country designs including early American, folk and traditional styles. Buyers 360° Hearth & Home is your complete multi-channel solution for reaching individuals who purchase country themed home décor and furnishings through direct mail, telemarketing and email. This file is a must-test for a wide range of offers ranging from catalog and online shopping and magazine subscriptions to crafts, credit cards, insurance, movie/music/book clubs, travel, vacation offers and more.

## Profile

Average Age: 46  
Average Income: \$50,000  
% Female: 80%  
% Male: 20%

## Source

Direct Response.

## Selections

|                              |         |
|------------------------------|---------|
| Credit Cards .....           | 10.00/M |
| Travelers .....              | 15.00/M |
| Magazine Subscribers .....   | 15.00/M |
| Music Interest By Type ..... | 15.00/M |
| Crafts .....                 | 15.00/M |
| Sewing .....                 | 15.00/M |
| Quilting .....               | 15.00/M |
| Knitting .....               | 15.00/M |
| Camping/Hiking .....         | 15.00/M |
| Boating/Sailing .....        | 15.00/M |
| Hunting/Fishing .....        | 15.00/M |
| Online Shoppers .....        | 20.00/M |
| Catalog Shoppers .....       | 15.00/M |
| Ethnicity .....              | 10.00/M |

Please inquire for more available selects.

## Addressing

|                      |        |
|----------------------|--------|
| Running Charges..... | 8.00/M |
| FTP Fee .....        | 50.00  |
| E-mail Fee .....     | 50.00  |

**Minimum Order:** 10,000 names



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