

BUYERS 360° Weekly Infomercial Shoppers

28,000	Weekly Infomercial Shoppers	\$95.00/M
121,034	Monthly Infomercial Shoppers	\$85.00/M
	Emails	\$105.00/M
	Phones	+20.00/M

Description

These impulse buyers with a "got to have it" mindset have purchased items that they have seen on infomercials. Buyers 360° Weekly Infomercial Shoppers is your complete multi-channel source for reaching DRTV buyers through direct mail, telemarketing and email. They make excellent prospects for household products and gadgets, electronics, health and fitness products, jewelry and cosmetics as well as self help products, money making opportunities, travel, credit cards, magazines, direct to consumer insurance, highly promotional offers and so much more.

Profile

Average Age: 42
Average Income: \$40,000

Average Unit of Sale

\$55.00

Source

Direct Response - Infomercial/TV Generated.

Selections

Age	10.00/M
Ethnicity	10.00/M
New Credit Cards	10.00/M
Credit Buyers	10.00/M
Multi Buyers	10.00/M
Cash Buyers	10.00/M
Unit of Sale	10.00/M

Product Categories

Personal Beauty Care Product Buyers	15.00/M
Finance & Business	15.00/M
Fashion Buyers	15.00/M
Pet Products	15.00/M
Jewelry Buyers	15.00/M
Travel & Entertainment	15.00/M
Anti-Aging Products	15.00/M
Self Help Products	15.00/M
Educational Products	15.00/M
Health & Fitness Products	15.00/M
Sports	15.00/M
Weight Loss Products	15.00/M
Household Items	15.00/M
Crafts & Hobbies	15.00/M
Coin Collectors	15.00/M
Automotive	15.00/M
Electronic Products	15.00/M
Games	15.00/M

Addressing

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

Minimum Order: 10,000 names



FOCUS USA
1 University Plaza, Suite 300, Hackensack, NJ 07601
Tel: (201) 489-2525 Fax: (201) 489-4499
E-mail: info@focus-usa-1.com
www.focus-usa-1.com

