

BUYER ADVANTAGE AGE BASE

40,954,520 Age Base \$65.00/M

List Description

This file offers individuals by exact date of birth and is enhanced with a multitude of selects including credit card new issues lifestyle & interests to ensure your offer reaches buyers ready to respond to your offer. These people make a good audience for a variety of offers including personalized gifts, birthday related offers, insurance, financial & credit card offers, catalogs, subscriptions and much more.

Source

Birth Records, Phone Directories and Self Reported overlaid with Transactional Data.

Selections

Premium Card Holders	5.00/M
Mail Order Buyers	5.00/M
Magazine Subscribers	5.00/M
Computers/Online	5.00/M
Book Buyers	5.00/M
Donors	5.00/M
Travelers	5.00/M
Sweepstakes/Contests	5.00/M
Lifestyle	10.00/M
Gender	5.00/M
Geo	5.00/M
Phones.....	20.00/M
Income	5.00/M
Recency	10.00/M
CD ROM/Disk/E-mail	50.00
Key Coding	5.00/M

Minimum Order: 10,000 Postal



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