

BUYER ADVANTAGE INFOMERCIAL SHOPPERS

3,924,012 Infomercial Shoppers \$95.00/M
 229,410 Monthly Hotline +10.00/M
 Payment Type is Selectable

List Description

Individuals on this file are captured at point of purchase when buying products they see advertised on TV ranging from health and fitness to electronics and everything in between. The file is selectable by cash and credit purchases along with purchase amounts.

This audience of impulse buyers is a must test for health & fitness products, household products and gadgets, electronics, apparel, jewelry and cosmetics, self improvement offers, catalog shopping, credit cards, travel, entertainment and other highly promotional offers.

Demographic Profile

Age 45+
 Impulse Buyers
 Middle Income

Average Unit of Sale

\$60.00

Source

Infomercial/TV Generated.

Selections

Cash Buyers	10.00/M
Credit Card Buyers	10.00/M
Dollar Amount \$50+.....	10.00/M
Dollar Amount \$75+	10.00/M
Dollar Amount \$100+	10.00/M
Multi Buyers	10.00/M
Category	10.00/M
Education	5.00/M
Music	5.00/M
Video	5.00/M
Health & Fitness	5.00/M
Travel & Entertainment	5.00/M
Household	5.00/M
Beauty	5.00/M
Fashion	5.00/M
Self Help	5.00/M
Jewelry	5.00/M
Sports	5.00/M
Automotive	5.00/M
Business & Finance	5.00/M
Hobbies	5.00/M
Phones.....	20.00/M
CD ROM/Disk/E-mail	50.00
Key Coding	5.00/M

Demographic Enhancements are available.

Minimum Order: 10,000 Postal



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