

ETHNIC MASTERFILE

10,107,436	African Americans	\$55.00/M
3,982,064	Asian Americans	\$55.00/M
12,786,026	Hispanic Americans	\$55.00/M

Focus USA Ethnic Masterfile

Focus USA's Ethnic Masterfile can be used in combination with available selections to create a tailored made list that best suits the mailer's offer. Or choose from our highly targeted lists from within each segment that can also be combined with any selection(s) to ensure that the offer reaches qualified and responsive prospects.

African American Lists:

- 1,628,240 African American Credit Prospects
- 3,008,816 Black Families With Children
- 3,253,700 African American Women
- 3,449,204 Black Bankcard Holders
- 2,088,160 Affluent Black Homeowners

Asian American Lists:

- 426,094 Asian-Owned Businesses
- 868,716 Asian Indian Americans
- 1,279,107 Chinese Americans
- 787,289 Japanese Americans
- 127,993 Filipino Americans
- 403,566 Korean Americans
- 579,510 Vietnamese Americans
- 1,022,195 Asian American Children

Hispanic American Lists:

- 162,139 Hispanic-Owned Businesses
- 2,010,880 Tech Savvy Hispanics
- 4,480,120 Hispanic Families With Children
- 2,082,228 Hispanic Credit Prospects
- 3,008,634 Affluent Hispanics
- 3,763,557 Hispanic Bankcard Holders
- 5,162,073 Spanish Speaking Households
- 3,259,577 Spanish Speaking Women

Sample Selections (please inquire about others)

Gender	6.00/M
Age	6.00/M
Income	6.00/M
Length of Residence	5.00/M
Children	5.00/M
Bankcard Holders	10.00/M
Bankcards New-To-File	15.00/M
Credit Activity Hotline	15.00/M
Donors (By type)	7.50/M
Education	5.00/M
Electronic Product Buyers (By category)	10.00/M
Frequent Flyers.....	15.00/M
Homeowner/Renter	5.00/M
Internet Connected.....	25.00/M
Investors (By type)	15.00/M
Magazine Buyers.....	10.00/M
Marital Status.....	5.00/M
MOB- 30 Day Hotline	15.00/M
MOB (By category)	10.00/M
New Movers	15.00/M
Retail Cards New-To-File.....	15.00/M
Retail Shoppers (By type of store).....	15.00/M
Single Parents.....	5.00/M
Sports Interest.....	10.00/M
Travelers.....	15.00/M
Upscale/Premium Card Holders.....	10.00/M

Focus USA offers over 300 selections. Please inquire about availability of selects on individual lists.



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