

HISPANIC AMERICAN MASTERFILE

12,786,026 Hispanic Americans \$55.00/M
6,456,943 12 Month Mail Order Buyers +5.00/M

Focus USA Hispanic American Masterfile

Sample Selections (please inquire about others)

There are over 38 million Hispanics in the U.S. making them the largest minority group in the U.S. - accounting for 13% of the total population. The average *non-Hispanic* household receives about 10 times more direct mail pieces and promotional e-mail than Hispanic households do each year! With Focus USA's Hispanic database you can reach this powerful and rapidly growing market.

The Hispanic American 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 the Hispanic American database that can also be combined with any selection(s) to ensure that the offer reaches qualified and responsive prospects.

Source: proprietary surname formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.

Hispanic American Lists:

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
659,392 Big-Spending Hispanics
162,139 Hispanic-Owned Businesses
3,259,577 Spanish Speaking Women
419,195 Opt-in Hispanics
773,332 Unbanked Hispanics

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.

Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.



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