

HISPANIC READERS

1,424,954	Hispanic Readers	\$55.00/M
843,528	Presence of Children	+5.00/M
956,539	Bankcard Holders	+10.00/M

List Description

This file consists of Hispanic Americans who enjoy books and magazines. This group tends to have a higher average household income. \$50,000 is their median income and their median age is 29. They are also likely to be married with children. This is an excellent audience for magazine subscriptions, book clubs, children's and educational products, insurance & financial offers, travel, telecommunications, online and catalog shopping and more. **Source: proprietary surname/first name formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.**

Additional Selections

State, Zip, SCF	\$5.00/M	6 Month/ 12 Month MOB	5.00/M
Zip + 4	6.50/M	90 Day MOB	10.00/M
Gender	6.00/M	Retail Shoppers	10.00/M
Age	6.00/M	Sports Interest By Type	10.00/M
Income	6.00/M	Electronic Product Buyers	10.00/M
Homeowners	5.00/M	Gift Buyers	15.00/M
Travelers	15.00/M	Running Charges	6.50/M
Sweepstakes Entrants	15.00/M	E-mail Fee	50.00
Health & Fitness Subscribers	10.00/M	Ftp Fee	50.00
News & Financial Subscribers	10.00/M	Cartridge Fee	25.00

All data have been verified and recorded, but we cannot guarantee accuracy or mailing results. FOCUS USA is a trademark.

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



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