

HISPANIC TRAVELERS

1,106,195	Hispanic Travelers	\$55.00/M
732,527	Domestic Travelers	+15.00/M
1,037,570	Bankcard Holders	+10.00/M

List Description

The Hispanic Americans on this list enjoy travel whether it's to a foreign country, a family vacation, business trip or a cruise. These individuals with a median age of 34 and a median income of \$33,000 are likely to be high school graduates and full time employees. The travelers on this file make excellent prospects for travel as well as a variety of offers including telecommunications, magazine subscriptions, insurance & financial, catalog and online shopping. **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
Presence of Children	5.00/M	Running Charges	6.50/M
Sweepstakes Entrants	15.00/M	E-mail Fee	50.00
Book Buyers	10.00/M	Ftp Fee	50.00
Bankcard Holders	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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