

MUSIC BUFFS ONLINE

| | | |
|-----------|--------------------|-----------|
| 1,338,036 | Music Buffs Online | \$75.00/M |
| 1,101,107 | Bankcard Holders | +5.00/M |
| 659,224 | Electronics | +10.00/M |

List Description

Over 20 million people buy music online, accounting for approximately 1/4 of all music sales. This file of music buffs consists of both males and females with a median age of 32. These online consumers have opted in to receive promotions from third party marketers via registration on a website that sends out discount alerts and entertainment and financial news. Not only are these individuals likely to purchase and download music online but also shop for other products and services both via the Internet and offline. Reach these responsive music lovers for music/book/movie clubs, subscriptions, Internet services, credit cards, electronics, fan clubs, catalog shopping, travel, entertainment, online newsletters and more. Focus USA can also supply postal addresses for these individuals. Please inquire about terms of use and e-mail broadcast procedures. **Source: opt in website registration data overlaid with mail order buyer, demographics and action data.**

Sample Selections (please inquire about others)

| | | | |
|----------------------------|-----------|-------------------------------------|---------|
| Postal Address | \$40.00/M | Investors | 15.00/M |
| State, Zip, SCF | 5.00/M | Travelers | 15.00/M |
| Age | 6.00/M | Music Interest By Type | 15.00/M |
| Income | 6.00/M | Sweepstakes Entrants | 15.00/M |
| Gender | 6.00/M | Interest Categories (inquire) | 15.00/M |
| Presence of Children | 5.00/M | Ethnicity | 5.00/M |
| Homeowners | 5.00/M | Donors | 7.50/M |

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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