

OPT-IN CONSUMERS

25,104,885 Opt-in Consumers \$75.00/M

List Description

These 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. Americans spend an aggregate of over 1 billion hours on the Internet per month. Sending e-mails to friends and family, searching for news and entertainment and shopping are the main attractions on-line. Using the wide range of off-line demographic and life-style selections that are available on this list ensures that your message is received by only those e-mail recipients who are most likely to respond. 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 | Travelers | 15.00/M |
| State, Zip, SCF | 5.00/M | Investors | 15.00/M |
| Age | 6.00/M | Sweepstakes Entrants | 15.00/M |
| Income | 6.00/M | Collectibles | 15.00/M |
| Gender | 6.00/M | Gift Buyers | 15.00/M |
| Presence of Children | 5.00/M | Interest Categories (inquire) | 15.00/M |
| Homeowners | 5.00/M | Ethnicity | 5.00/M |
| Bankcard Holders | 10.00/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.



FOCUS USA
2 University Plaza, Suite 500, Hackensack, New Jersey 07601-6222
Tel: (201) 489-2525 Fax: (201) 489-4499
E-mail: info@focus-usa-1.com
www.focus-usa-1.com

