

Spanish Speaking Women Who Shop By Mail

1,861,141	Spanish Speaking Women Who Shop By Mail	\$65.00/M
341,360	Phones	+25.00/M
752,359	Emails	+30.00/M

List Description

This file identifies Spanish-speaking women who shop by mail. Hispanic women represent a powerful market that is virtually untapped! These Spanish-speaking women are likely to be married. Over 65% have children at home and spend 38% more on children and teen products than the general population. They also tend to spend more proportionately on clothing, cosmetics and jewelry than non-Hispanic women. These responsive women make an excellent audience for many offers ranging from catalog shopping, travel, credit cards and financial offers to insurance, household and children's products, telecommunications and health and beauty items.

Source: Mail order buyer, self-reported, transactional and credit data overlaid with proprietary surname/first name formulas and demographic data.

Sample Selections (please inquire about others)

State, Zip, SCF	5.00/M	Bankcard Holders	10.00/M
Zip + 4	5.00/M	Donors	7.50/M
Age	6.00/M	Health & Fitness Interest	7.50/M
Income	6.00/M	Travelers	7.50/M
Children	5.00/M	Running Charges	6.50/M
Jewelry Shoppers	7.50/M	E-mail Fee	50.00
Apparel Shoppers	7.50/M	Ftp Fee	50.00
Personal Beauty Care Shoppers	7.50/M	Email Transmission Fee	300.00

Payment: Visa and Mastercard accepted.
Pre-payment required for new clients.

Minimum Order:
Postal: 10,000
Email: \$1,700.00



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