

THE TRIGGER BASE MASTERFILE

1,825,649	The Trigger Base Masterfile	\$80.00/M
142,000	1 Month Hotline	+10.00/M
26,000	1 Month New Movers	+15.00/M
45,000	1 Month New Finance Seekers	+15.00/M
69,000	1 Month New Credit Issues	+15.00/M

Description

This masterfile consists of individuals who have recently experienced a lifestyle change or event such as a move or a new line of credit. These events were not only triggered by something (new job, birth of child, children leaving for college, retirement, etc.) but they also trigger further action and or spending.

This is an excellent audience for a wide range of products and services including household products, catalog shopping and subscriptions as well as financial services, credit cards and insurance.

Source

Utility Bills, Debt Consolidation, Credit Repair Services and Activation of New Lines of Credit.

Demographics

Average Age: 48
Average Income: \$55,000
41% Male
43% Female

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00
E-mail Fee	50.00
Cartridge Fee	50.00

Selections

Age	10.00/M
Gender	5.00/M
Geo	5.00/M
Income	10.00/M
Homeowner	10.00/M
Presence of Children	10.00/M
Mail Order Buyers	10.00/M

Please inquire for additional selects.

Minimum Order: 7,500

Updates: Monthly



List Management **Plus**

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