



datacard

Mexican Consumer Lifestyle Database

Counts Through March 2010

Updated April 2010

Overview:

7,000,000 Individuals \$US - 220/M

Description:

This database out of Mexico City offers a full array of lifestyle selects. This listing was compiled by various sources including direct mail, telemarketing and inquiries.

SEL A (US \$61,000+)
SEL B (US \$26,000 - US \$60,000)
SEL C+ (US \$10,000 - US \$25,000)
SEL C- (US \$10,000): 10,235,820

Variety of Selections:

Address
Phones
Credit Card Holder
smoker
Computer User
Cell phone
email
Gender
marital status
car owner
homeowner
college degree
beauty product shopper
concert assistant
subscriber to magazine or newspaper
and more...

Source

Source- Direct Mail, Telemarketing & Inquiries

Selection Charges

GEO SELECT	\$10.00/M
FAX NUMBERS	\$50.00/M
PHONE NUMBER	\$50.00/M
GENDER/SEX	\$10.00/M
AGE	\$10.00/M
KEY CODE	\$5.00/M
CREDIT CARD TYPE	\$10.00/M
AUTO OWNER	\$10.00/M

Output Media

DISKETTE	\$25.00/F
EMAIL	\$25.00/F
MAG TAPE	\$30.00/F

Update Schedule

Continuously

Minimums

5,000 Quantity

STANDARD TERMS

A sample mail piece is required for list owner approval. A List Rental Agreement is required for each new mailer, and remains in place for one year's duration. Payment terms are 30 days in full after mail date. Cancelled orders are subject to a \$100 fee, \$10/M run charges, plus selects and shipping.

For further information please contact our List Management Department at:

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