



datacard

Home Based Career Women- Mail Order Buyers

Counts Through April 2010

Updated May 2010

Overview:

5,606,576 Universe \$75/M
382,664 3 Month Hotline \$75/M + \$5/M
108,163 1 Month Hotline \$75/M + \$10/M

Description:

This list is comprised of female small business owners, working from home. The women on this file have attended business expos, filled out self-reported questionnaires, purchased retail office supplies, and attended computer and software shows. Some of these shows include the Business Expo in Phoenix, Business Forum in Kansas City, Computer Show in Los Angeles, Professional Business Women's Show in San Francisco, American Business Women's Day in St. Louis, and the Southern Women's Shows, amongst others. These are business-savvy women who are self-motivated and have money to spend on a variety of consumer and business products.

This list is unique as both a business and consumer list. The women on this file purchase products to run their businesses as well as consumer products for their home. The universe of mailers who should rent this file is great.

With annual purchasing power of \$100 billion, the home office market is a great target for a variety of mailers, including the following:

- * Continuing education, universities
- * Mail order and corporate gift catalogs
- * Office supply
- * Software/hardware retailers
- * Self-improvement/motivation
- * Financial services
- * Health insurance
- * Women's apparel
- * General houseware
- * ISPs
- * Cellular phone companies
- * Car insurance
- ...and more

Inquire about telemarketing usage

Source

100% Self-Reported

Selection Charges

SCF \$5.00/M
STATE \$5.00/M
ZIP \$5.00/M
3 MONTH HOTLINE \$15.00/M
6 MONTH HOTLINE \$10.00/M
12 MONTH HOTLINE \$5.00/M
INCOME SELECT \$5.00/M
AGE \$5.00/M
PRESENCE OF CHILDREN \$10.00/M
HOME OWNER \$10.00/M
MAIL ORDER BUYERS \$10.00/M

Output Media

DISKETTE \$50.00/F
EMAIL \$50.00/F
FTP \$50.00/F
CD ROM \$50.00/F

Update Schedule

Quarterly

Cancellation Charge :

\$100.0/F

Minimums

5000 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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