



CATALOG BUYING CLUB APPLICANTS

Counts Through May 2009

Overview:

583,621	6 Month Universe	\$90/M
335,224	3 Month Hotline	\$90/M + \$10/M
100,000	1 Month Hotline	\$90/M + \$15/M

Description:

These direct mail responders have applied for a membership card with credit privileges. These shoppers use their cards to finance purchases from a merchandise catalog. They are responsive to direct mail offers that provide them alternative financial products or provide valuable discounts on their mail order purchases. These underserved individuals are part of a coveted demographic group known as the Under Banked.

CATALOG BUYING CLUB delivers a large monthly hotline of people looking for ways to save money, or generate new personal income. This Direct Mail generated list is recommended highly for Payday Loan Offers, home mortgage refinancing, auto loans, online education offers, secured credit cards and sub-prime cards, opportunity offers, magazine subscriptions, book offers, seminars and workshops relating to a new business or getting out of debt.

Testing this list will assure you and your client that their marketing message gets the maximum attention and exposure. Get your offer in the mail before your competitor does. Call today for more information.

Average Age = 35% Hhld with Children = 40%

Average Income = \$32K% Credit Card Holder = 25%

For further information contact Stacey Elson at selson@infocore.com or call 760-607-2500 x21

Updated May 2009

Key Segments

Direct Mail

Selection Charges

- GEO SELECT \$6.00/M
- INCOME SELECT \$10.00/M
- GENDER/SEX \$6.00/M
- AGE \$10.00/M
- CHILDS AGE RANGE SELECT \$12.00/M
- PRESENCE OF CHILDREN \$10.00/M
- HOME OWNER \$10.00/M
- LIFESTYLE INTEREST \$12.00/M

Output Media

- CARTRIDGE \$50.00/F
- EMAIL \$50.00/F
- CD ROM \$50.00/F

Update Schedule

Monthly

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 \$250 fee plus \$10/M run charges.

For further information please contact our List Management Department at:

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