



COOKING RECIPE DIRECT RESPONSE BUYERS

Counts Through May 2009

Overview:

205,457	Active Buyers	\$90/M
101,417	12 Month Active Buyers	\$90/M + \$5/M
48,779	6 Month Active Buyers	\$90/M + \$10/M

Description:

Cook'N recipe buyers are computer savvy, time conscious buyers, who have expressed their strong affinity for kitchen creations through their purchase of the best selling software on the market. In addition to the Cook'N product, many of these buyers have also purchased specialty programs such as Betty Crocker Recipes, Taste of Home recipes, Pillsbury recipes, lite cooking and diabetic Cooking. Most have made this average of \$79 purchase with their credit card. These people are serious about their cooking- it is not something they Have to do, it is something they LOVE to do.

Of course they are top prospects for cooking magazines, home décor offers, kitchen appliances, cooking apparel, and credit cards to buy all that stuff!

They will take out their wallets and buy your products and services, too. Surely they will be interested in diet and fitness offers, self improvement offers, other software, computer accessories, books, and so much more.

This list is Big News as so few lists come on the market today with real, honest-to-goodness buyers. Interest is already high on this list and you should be recommending it now to your clients so you can be the first in your category to test

Cook'N buyers offer the simplest recipe for a successful test: recent, qualified buyers in a strong vertical market who will continue to have wants and needs related to their interest in cooking and their overall lifestyle. This list has all the ingredients for a successful mailing of the Following offers:

* Catalogs* House wares

* Appliances* Magazines

* Publishing offers* Food

* Credit Cards* Merchandise

* Retail Traffic Drivers* Gifts

Updated May 2009

Key Segments

Direct Response and POP

Gender Profile

25.0 % Male
75.0 % Female

Selection Charges

SCF \$10.00/M
 STATE \$10.00/M
 ZIP \$10.00/M
 3 MONTH HOTLINE \$15.00/M
 6 MONTH HOTLINE \$10.00/M
 GENDER/SEX \$10.00/M
 KEY CODE \$3.00/M
 Product Type \$10.00/M

Output Media

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

Update Schedule

Quarterly

Average Income :
75000

Average Unit of Sale :
99

Cancellation Charge :
\$100.0/A

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 plus \$10/M run charges.

For further information please contact our List Management Department at:



datacard

COOKING RECIPE DIRECT RESPONSE BUYERS

Infocore Inc.
2375 Camino Vida Roble, Suite A
Carlsbad, CA 92011

Phone -- 760.607.2500 ext. 13 Fax -- 760.607.2505 Email -- selson@infocore.com

Web -- <http://www.infocore.com>