



datacard

# Female Owners of Home Based Businesses MOB

Counts Through March 2010

Updated April 2010

### Overview:

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

### Description:

These Mail Order Buyers are females who are running a home-based business. This list is highly flexible in that it can work for both business to business as well as consumer offers. Each person has an entrepreneur mind-set and with that comes a great deal of needs that have to be satisfied.

The women on this file attend business expos, purchase retail office supplies, and attend computer and software shows. These are business-savvy women who are self-motivated and have money to spend on a variety of consumer and business products.

The women on this file purchase products to run their businesses as well as consumer products for their home.

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% Mail Order Buyers

### Gender Profile

0.0 % Male  
100.0 % Female

### 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

### Average Income :

**\$75000**

### Cancellation Charge :

\$100.0/F

### 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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