



## Caribbean Consumer Masterfile

*This database consists of* consumers residing throughout the Caribbean.

### SEGMENTS

204,623	Mailing List	\$190/M
165,438	Telemarketing List	\$190/M
10,453	Email List	\$190/M

### GEOGRAPHY

Caribbean

### MINIMUM ORDER

Quantity: 5,000

### METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*  
Floppy disc 15.00/F each  
CD-ROM 50.00/F each  
Labels 15.00 / M  
Courier charges: at cost, Key Coding available

### SELECTS

Geography, (mostly Monthly Income),  
Gender, Language, Recency

137,956 Male  
56,429 Female

All Selects: *FREE of charge*

### UPDATE FREQUENCY

Every 3 months

### DELIVERY

48 hours

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

n/a

### SAMPLE REQUIRED



ANTIGUA & BARBUDA	2,956
BAHAMAS	1,885
BARBADOS	2,431
CUBA	42,331
DOMINICA	2,896
DOMINICAN REPUBLIC	49,863
GRENADA	1,425
HAITI	1,996
JAMAICA	28,964
SAINT KITS & NEVIS	6,753
SAINT LUCIA	2,064
SAINT VINCENT & THE GRENADINES	3,385
TRINIDAD & TOBAGO	3,764
Sub total	150,713

#### TERRITORIES / DEPENDENCIES

Anguilla	786
Aruba	4,532
Bermuda	667
British Virgin Islands	255
Cayman Islands	7,863
Guadeloupe	14,563
Martinique	12,076
Montserrat	128
Netherlands Antilles	190
Puerto Rico	12,431
Turks & Caicos Islands	145
US Virgin Islands	274
Sub total	53,910

<b>Total - CARIBBEAN</b>	<b>204,623</b>
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	COUNTS*		
	name + postal address	name + phone number	name + email address
<b>CARIBBEAN Consumer Masterfile</b>			
Deduped total	<b>204,623</b>	<b>165,438</b>	<b>10,453</b>
<b>FASHION AND GROOMING</b>			
	<b>15,643</b>	<b>10,675</b>	<b>2,546</b>
International fashion catalog shoppers			
Fashionable sports outfit buyers			
Beauty and grooming products mail order buyers			
Elegant jewelry buyers			
<b>TRAVEL AND ENTERTAINMENT</b>			
	<b>35,476</b>	<b>24,453</b>	<b>3,111</b>
Five-star hotel frequent guests			
Business class frequent travelers			
Hotel privilege card holders			
Expensive holiday goers			
Travel agent's prime clients			
Tropical beach resort goers			
Eurail travel lovers			
European ski holiday package buyers			
Holiday shopping spree goers			
Elitist cultural performance lovers			
Casino goers			
Well-travelled yuppies			
Wining and dining big spenders			
Expensive hobby indulgers			
<b>HEALTH AND LONGEVITY</b>			
	<b>21,438</b>	<b>14,763</b>	<b>2,897</b>
Aerobics session regular attendees			
Medical literature readers			
Alternative medicine literature readers			
Aromatherapy product buyers			
Herbal medicine users			
Natural medicine course attendees			
Stress management course enrollees			
Weight loss program buyers			
<b>PERSONAL FINANCE - B to C</b>			
	<b>28,976</b>	<b>20,557</b>	<b>3,176</b>
Investors			
Contrarian investors			
Free financial advisory newsletter recipients			

	COUNTS*		
	name + postal address	name + phone number	name + email address
<b>PRESTIGIOUS AFFILIATIONS</b>			
	<b>14,327</b>	<b>11,287</b>	<b>2,476</b>
Golf club members			
Up market fitness club members			
High-class hair salon users			
<b>READING INTERESTS</b>			
	<b>30,574</b>	<b>27,654</b>	<b>5,664</b>
Book buyers - lifestyle, culture, entertainment			
Book buyers - business and economics			
Book buyers - personal finance			
Book buyers - personal skills and career			
Book buyers - health and fitness			
Book buyers - science and technology			
Book buyers - new age			
Book buyers - shorts stories and novels			
Magazine and newspaper subscribers - general news			
Magazine and newspaper subscribers - lifestyle, culture, entertainment			
Magazine and newspaper subscribers - business and economics			
Magazine and newspaper subscribers - personal finance			
Magazine and newspaper subscribers - personal skills and career			
Magazine and newspaper subscribers - health and fitness			
Magazine and newspaper subscribers - science and technology			
<b>PERSONAL INTERESTS</b>			
<b>- aviation</b>	<b>5,078</b>	<b>3,097</b>	<b>432</b>
Private aviation enthusiasts			
<b>- cars</b>	<b>26,754</b>	<b>22,776</b>	<b>987</b>
Luxury car owners			
<b>- esoteric</b>	<b>35,420</b>	<b>30,785</b>	<b>1,287</b>
Dream interpretation readers			
Crystal healing power believers			
<b>- gambling</b>	<b>28,965</b>	<b>20,786</b>	<b>2,376</b>
Sports events gamblers			
<b>- gardening</b>	<b>5,117</b>	<b>2,138</b>	<b>2,753</b>
Gardening literature readers			
<b>- gastronomy</b>	<b>20,675</b>	<b>15,664</b>	<b>1,964</b>
Culinary arts enthusiasts			
Gourmet food shop patrons			
Wine connoisseurs			
<b>- horoscope and predictions</b>	<b>30,764</b>	<b>24,398</b>	<b>3,575</b>
Chinese horoscope literature readers			



Personal investment portfolio strategy seminar att.				Zodiac literature buyers			
Mutual funds performance close watchers				Financial astrology believers			
Foreign-owned bank branch depositors				Prophecy literature buyers			
Offshore bank depositors				<b>- music</b>	<b>5,783</b>	<b>3,587</b>	<b>2,176</b>
Multiple currency depositors				Music CDs and musical instruments buyers			
Stock market money-making enthusiasts				<b>- pet care</b>	<b>8,734</b>	<b>5,584</b>	<b>453</b>
Overseas real estate property buyers				Animal care literature readers			
Bargain property hunters				<b>- philosophy and religion</b>	<b>20,564</b>	<b>16,542</b>	<b>2,954</b>
Personal tax haven seekers				Chi concept believers			
Affluent districts dwellers				Zen concept believers			
<b>PERSONAL ELECTRONICS</b>				Feng Shui believers			
	<b>10,453</b>	<b>8,954</b>	<b>3,587</b>	Confucian teachings readers			
Home computing heavy spenders				<b>- sailing</b>	<b>15,446</b>	<b>10,663</b>	<b>1,843</b>
State-of-the-art gadget buyers				Private boat owners and other sailing enthusiasts			
Novelty gadget buyers				<b>- various collections</b>	<b>40,786</b>	<b>32,176</b>	<b>3,967</b>
<b>CONSUMER PURCHASES</b>				Western art collectors			
	<b>56,443</b>	<b>47,665</b>	<b>6,753</b>	Antique Asian furniture collectors			
Multiple credit card holders				Collectible enthusiasts and heavy spenders			
Gold credit card holders				Feng Shui sculpture collectors			
Shopping mall and departm. stores heavy spenders							
Direct marketing promotion responders							
Television shopping program buyers							
On-board-flight shoppers							