



Home Electronics Heavy *Spenders*

This database consists of individuals whose obsession with the very latest in computer technology, applications and software, makes them spend significant sums in short time periods.

Sourced from mailing lists of computer systems shops and home computing periodicals.

SEGMENTS

145,450	Mailing List	\$190/M
133,814	Telemarketing List	\$190/M
65,453	Fax List	\$190/M
36,363	Email List	\$190/M

GEOGRAPHY

Worldwide

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

RECOMMENDED USAGE

Personal Investment, Insurance, Other Financial Services - Information Technology Products and Services - Conferences, Seminars, Workshop - Household Accessories

SELECTS

Geography, Job Function / Title, SIC, Monthly Income, Gender, Language
Address: private / business, Recency

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