



## Shopping Mall and Department Store Heavy *Spenders*

*This database consists of* persons possessing good credit who carry charge cards issued by large stores and chains, consistently using them to purchase a sufficiently high value of merchandise to be included herein.

*Sourced from* store charge card databases.

### SEGMENTS

236,290	Mailing List	\$190/M
217,387	Telemarketing List	\$190/M
106,331	Fax List	\$190/M
59,073	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 - Travel - Fashion and Other Personal Accessories - Household Accessories - Works of Art - Lotteries and Sweepstakes

### 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