

## CONSUMER DETAILS MASTERFILE

132,227,656	TOTAL UNIVERSE		\$50.00/M	
45,207,759	CREDIT CARD HOLDER	ADD	\$10.00/M	
99,444,717	ETHNICITY	ADD	\$15.00/M	
22,729,144	PRESENCE OF CHILDREN	ADD	\$10.00/M	
11,991,327	HISPANIC	ADD	\$15.00/M	
61,278,730	MAIL ORDER BUYERS	ADD	\$10.00/M	
17,940,033	PET OWNERSHIP	ADD	\$10.00/M	ADDRESSING:
118,183,478	WEALTH INDICATORS	ADD	\$10.00/M	MAG TAPE

P/S LABELS  
4-UP CHESHIRE

FROM ITW PUBLISHING, THIS UNIQUE DATABASE PROVIDES IN DEPTH INFORMATION ON AMERICA'S CONSUMERS. WITH SELECTIONS AVAILABLE FOR ETHNIC, INCOME, PRESENCE OF CHILDREN, CREDIT CARD USAGE, MAIL ORDER PURCHASING HABITS AND OTHERS. THIS FILE IDENTIFIES THE HOUSEHOLD INFORMATION ON MORE THAN 110 MILLION HOUSEHOLDS AND 220 MILLION INDIVIDUALS.

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

## DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

AGE	MARITAL STATUS	THRU: OCTOBER 07
TRAVELLER	LENGTH OF RESIDENCE	NEXT: APRIL 08
HOMEOWNER	COMPUTER OWNER	
ELECTRONICS OWNER	HOME VALUE	
INVESTOR	INCOME	

## LIFESTYLE SELECTIONS AVAILABLE AT \$15/M:

COMPUTER OWNER (BY TYPE)	CHILD'S AGE OR GENDER
MAIL ORDER BUYER (BY TYPE)	CREDIT CARD (BY TYPE)
HOBBIES (BY TYPE)	ELECTRONICS (BY TYPE)
COLLECTIBLES (BY TYPE)	INVESTMENTS (BY TYPE)
OWN SPA, POOL, HOT TUB	OCCUPATION (BY TYPE)
MUSIC PREFERENCE (BY TYPE)	SPORTS INTEREST
DONORS (BY CONCERN)	TRAVEL (BY TYPE)

THIS IS A MULTI-SOURCED AND DATA-ENRICHED FILE OF TRANSACTION AND REPOSENSE DRIVEN ELEMENTS FROM DATA RESOURCES THAT INCORPORATE MAIL ORDER RESPONSE, CREDIT, GEOGRAPHIC, GOVERNMENT, SUBSCRIPTION AND SURVEY RESPONSES.

THIS LIST IS AVAILABLE FOR OPTIMIZATION MODELING OR ACTIVATION MODELING AT DATA COOPERATIVES SUCH AS ABACUS, I-BEHAVIOR, NEXT-ACTION, PREFER AND Z-24 ON A NET/NET BASIS WITH NO RUN CHARGES.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
ZIP + 4	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
DEMOGRAPHIC SELECTIONS	\$10.00/M
LIFESTYLE SELECTIONS	\$15.00/M
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

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CONSUMER DETAILS (CONT'D)

\*\* USAGE \*\*

DEVENU MEDICAL  
HARVEST GRAPHICS  
PRINTING, INC.

RS DIRECT  
SAFE HOME SECURITY  
SCHADLER KRAMER

SMARTPAK

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