

CONSUMER DETAILS MASTERFILE

156,321,321	TOTAL UNIVERSE		\$50.00/M	ADDRESSING:
42,139,218	CREDIT CARD HOLDER	ADD	\$10.00/M	SEE SELECTIONS
92,848,533	ETHNICITY	ADD	\$15.00/M	
21,186,371	PRESENCE OF CHILDREN	ADD	\$10.00/M	
11,230,188	HISPANIC	ADD	\$15.00/M	
56,731,189	MAIL ORDER BUYERS	ADD	\$10.00/M	KEYING: \$2.00/M
17,375,216	PET OWNERSHIP	ADD	\$10.00/M	
106,330,373	WEALTH INDICATORS	ADD	\$10.00/M	MINIMUM ORDER:
	EMAIL ADDRESS-PLEASE INQUIRE			5,000

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

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M:

AGE	MARITAL STATUS
TRAVELLER	LENGTH OF RESIDENCE
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)

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE
 ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE
 SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

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

** USAGE **

DEVENU MEDICAL	RS DIRECT	SMARTPAK
HARVEST GRAPHICS	SAFE HOME SECURITY	
PRINTING, INC.	SCHADLER KRAMER	

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