

MYCART.NET ONLINE BUYERS

471,817 12 MONTH EMAIL ADDRESSES \$150.00/M
 150,229 12 MONTH POSTAL ADDRESSES \$75.00/M

THESE BUYERS ARE PURCHASING A WIDE VARIETY OF PRODUCTS FROM ONLINE RETAILERS. WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$75,000, THESE COMPUTER SAVVY CONSUMERS ARE TAKING ADVANTAGE OF THE CONVENIENCE OF SHOPPING ONLINE.

GENDER NOT
SELECTABLE

ADDRESSING:
SEE SELECTIONS

THEY PURCHASE ITEMS FOR HEALTH AND FITNESS, BEAUTY AND FASHION, HOME DECOR, DO-IT-YOURSELF PROJECTS, ANIMAL AND PET NEEDS, BOOKS, COLLECTIBLES, HOBBIES, CRAFTS AND MUCH MORE.

KEYING: 5.00/M

MINIMUM ORDER:
5,000

THE FOLLOWING PURCHASE CATEGORIES ARE AVAILABLE, AT AN ADDITIONAL \$10/M:

SAMPLE REQUIRED

POSTAL	EMAIL	CATEGORY
5,894	17,770	FOOD
6,603	19,810	DONORS
5,613	16,839	TRAVEL
13,450	40,348	APPAREL
4,473	13,418	SELF HELP
5,360	16,081	REAL ESTATE
6,597	19,797	AUTOMOTIVE
7,722	23,166	PET SUPPLIES
6,662	19,986	ART & MUSIC
15,414	46,241	MUNICIPALITIES
7,945	23,834	BEAUTY SUPPLIES
5,502	16,506	RELIGIOUS GOODS
15,730	47,190	HEALTH & BEAUTY
6,245	18,731	HOME IMPROVEMENT
6,796	20,388	SPORTS & FITNESS
7,520	22,560	NASCAR ENTHUSIAST
6,603	19,810	COMPUTERS/SOFTWARE
12,699	38,096	MAGAZINE SUBSCRIBERS
5,734	17,201	MEDICAL SUPPLIES & SERVICES

THRU: SEPTEMBER 11
NEXT: APRIL 12

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. ALL ORDERS CANCELLED AFTER THE MAILDATE 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: ONLINE BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/M
P/S LABELS	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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