

Selections Available

DEMOGRAPHICS

Telephones
Age
Gender
Income
Wealth Rating
Home Value
Dwelling Type
Homeowner/Renter
Length of Residence
Marital Status
Presence of Children
Children by Age
Single Parents
Grandparents
Veterans
Active Military
Democrat/Liberal
Republican/Conservative
Catholic
Jewish
Auto Ownership
Auto Purchase Propensity
Education

FINANCIAL

Bankcard Holders
Retail Card Holders
Upscale/Premium Card Holders
AMEX Card Holders
Discover Card Holders
Visa Card Holder
Mastercard Card Holders
CSI Score
Bank Card Revolvers
Net Worth
Finance Loan Holders
Multi Credit Card

CREDIT REPAIR

Consumer Loans
Cash Advance
Debt Consolidation
Finance Loans

OCCUPATION

Blue Collar
Business Owners
Nurse/Healthcare
Teacher
Pharmacist
Craftsman
Military - Active/Retired
Civil Service
Retired
Computer Professional
Machine Operator
Attorneys
Executives
Sales & Marketing

BUSINESS

Company Type
Geography
Annual Revenue
Number of Employees
SIC Codes
Title
Telephones

ETHNICITY

Hispanic American
African American
Asian Indian American
Chinese American
Korean American
Vietnamese American
Filipino American
Japanese American
Italian American

CHILDREN

Prenatal & New Parents
Infants & Toddlers
Single Parents
Tweens & Teens
College Bound

LIFE EVENTS

New Movers
Newlyweds
New Parents
Prenatal Shoppers
Soon to Be Brides
Newly Divorced
Current Job Seekers
Recent College Graduates
First Time Homeowners
College Bound
Retirees

INTERESTS

Astrology
Books
Crafts
Collectibles
Food
Wine
Cigar Smokers
Gardening
Do-It-Yourselfers
Casino Gamblers
Opportunity Seekers
Sweepstakes Entrants
Home Decor
Home Improvement
Scrapbooking
Self Improvement
Electronics
Computers
Music
Health & Fitness
Sports
Pets
Dogs
Cats
Magazines by Type
Investors
Travel

Selections Available

BUYERS

Apparel
Book Buyers
Crafts
Collectibles
Food
Gardening
Gifts
Jewelry
Home Decor
General Merchandise
Green Product Buyers

DONORS

Children
Environment
Health
Political
Religious
Veterans
Multi Donors
Online Donors

HEALTH & BEAUTY & FITNESS

Natural Foods
Vegetarians
Dieters
Exercise
Running/Walking
Cosmetics
Play Sports
Gym Members
Skin Care Product Buyers

INVESTORS

Stocks
Bonds
Mutual Funds
Real Estate
Seminar Attendees

SPORTS

Boating
Basketball
Baseball
Sailing
Football
Golf
Hockey
NASCAR
Skiing
Soccer
Tennis
Event Ticket Buyers
Collect Sports Memorabilia
Watch Sports on TV

INSURANCE

Auto
Health
Life
Home

TRAVEL

Cruise
Domestic
Foreign
Frequent Flyer
Business Traveler
Timeshare Owners

AUTO

Auto Owners – make, model, year
Motorcycle Owners
RV Owner
Loan Seeker
Auto X Date

POLITICAL

Donors
Registered
Democrat/Liberal
Republican/Conservative

SHOPPERS

Online Shoppers
Infomercial Shoppers
Catalog Shoppers
Retail Shoppers
Multi Channel Shoppers

VETERANS

Active Military
Retired Military

LOW END

Catalog Shoppers
Sweeps Entrants
Coupon Clippers
Cash Advance

ENTERTAINMENT

Dining Out
Concerts
Music
Performing Arts
Theatre
Movies
Sporting Events

CANADIAN

Consumers
Businesses
Donors
New Movers
Travelers
Infomercial Shoppers
Cash Advance