

Armchair Infomercial Shoppers

2,540,612
241,578

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

\$120.00/M
+\$10.00/M
+\$20.00/M

LIST TYPE

Consumer



Description:

The consumers on the Armchair Infomercial Shoppers file have responded by phone to infomercials for a variety of well-known, popular products, ranging from donut makers, hair accessories and exercise DVDs to the "Clapper" and gardening products, to name a few. These "have to have it" buyers are likely to be repeat buyers who respond to up-sell and add-on offers. Armchair Infomercial Shoppers Consists of mostly female impulse shoppers and is a must test for health & fitness products, household products and gadgets, electronics, apparel, jewelry and cosmetics, money making opportunities, self-improvement offers, credit cards, travel, entertainment, magazines, and other highly promotional offers.

SELECTS

Age \$6.00/M
Gender \$6.00/M
State, Zip, SCF \$5.00/M

Source:

DRTV Driven Telephone Call-Ins

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

80% Female
20% Male
Median Age: 45
Median Household Income: \$48,000

ADDRESSING

Email \$50.00/F
FTP \$50.00/F
Running Charges \$8.00/M
ZIP+4 \$6.50/M



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