

Buy Now, Pay Later! Catalog Shoppers

4,012,456
398,495

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

\$80.00/M
+\$10.00/M
+\$20.00/M

LIST TYPE

Consumer



Description:

The Buy Now, Pay Later! Catalog Shoppers delivers direct response catalog buyers who have sought credit in the past 6 months. They have made purchases through the mail from more than one merchant. Buy Now, Pay Later! Catalog Shoppers are individuals who want to make purchases now but have bad credit, low credit scores, maxed out credit cards or canceled credit cards. Mail order and online catalog promotions that offer a line of credit or deferred payment on merchandise purchased are just what they need. This file is GLB compliant.

Source:

Direct Response and Online

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.

SELECTS

Age	\$6.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

84% Female
16% Male
Median Age: 38
Median Household Income: \$39,000

ADDRESSING

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



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