

# Buyer Advantage Newlyweds

382,963 TOTAL UNIVERSE / BASE RATE \$95.00/M  
35,218 Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



## Description:

There are approximately 2.4 million weddings annually in the U.S. The Buyer Advantage Newlyweds file consists of individuals who have gotten married within the last two years. After the "Big Day," there is much adjusting and nesting that comes with this major lifestyle change. Beginning their new life together has Newlyweds busy with financial planning and insurance as well as spending on everything from sheets and furniture to appliances to set up their home. Newlyweds spend an average of \$70 billion during their first year of marriage. The Buyer Advantage Newlyweds file can put you in touch with these responsive and eager shoppers.

## Source:

Online Registrations, Sweepstakes and Telemarketing

## 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  
Catalog Shoppers \$10.00/M  
Gender \$6.00/M  
Homeowner \$5.00/M  
Income \$6.00/M  
Lifestyle Category \$10.00/M  
Multi-Buyers \$10.00/M  
Newly Issued Credit Cards \$10.00/M  
Premium Credit Card Holders \$10.00/M  
Presence of Children \$5.00/M  
State, Zip, SCF \$5.00/M  
Wedding Date \$10.00/M

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

90% Female  
10% Male  
Median Age: 28  
Median Household Income: \$75,000

## ADDRESSING

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



### Focus USA

95 North State Route 17, Suite 109  
Paramus, NJ 07652  
Tel: (201) 489-2525  
Fax: (201) 489-4499  
E-mail: info@focus-usa.com  
Web: www.focus-usa.com