

Catalog Credit/Secured Card Applicants

925,367 TOTAL UNIVERSE / BASE RATE \$85.00/M
247,328 Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

The shoppers on the Catalog Credit/Secured Card Applicants file have recently applied for a catalog credit card online. As part of the application, they are also offered a secured debit card. Just by using the debit card they can earn points which they can then redeem for catalog products or to reduce their catalog card balance.

These highly active impulse shoppers are in need of credit and are much more likely to buy when credit is offered by catalogers and retailers. Catalog Credit/Secured Card Applicants are the perfect prospects for catalogers that offer credit promotions including a line of credit or deferred payment on merchandise purchases as well as for secured cards, debt consolidation, direct to consumer insurance, magazines and more. This file is GLB compliant.

Source:

Direct Response

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.



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SELECTS

Age \$6.00/M
Gender \$6.00/M
Homeowner \$5.00/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

63% Female
30% Male
Median Age: 45
Median Household Income: \$38,000

ADDRESSING

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