

# Catalog Shoppers

10,837,284  
1,136,284

TOTAL UNIVERSE / BASE RATE \$75.00/M  
Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



## Description:

These Catalog Shoppers are a diverse group of shoppers ranging from young professionals to families with children to retired seniors. Consumers who shop via catalogs do so for various reasons - some because they are busy on-the-go individuals who appreciate the time-saving convenience of shopping by mail/online and others because they enjoying flipping through catalogs, coffee in hand, at any time of the day or night. This Catalog Shoppers file offers type of purchase and if it was offline or online, and recency of purchase. Catalog Shoppers are excellent candidates for all kinds of offers, including video/music/book clubs, apparel, home furnishings, electronics, gourmet food, gifts, collectibles, and subscriptions as well as for travel offers, insurance, investment opportunities, fundraising and credit cards.

## SELECTS

Age	\$6.00/M
Bankcard Holders	\$10.00/M
Buyer Category	\$10.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
Multi-Buyers	\$10.00/M
New Movers	\$15.00/M
Offline Purchase	\$10.00/M
Online Purchase	\$10.00/M
Presence of Children	\$5.00/M
Recency	\$10.00/M
State, Zip, SCF	\$5.00/M

## Buyer Categories:

Apparel - Children's	Continuity Shoppers	Jewelry
Apparel - General	Crafts/Hobbies	Linens
Apparel - Men's/Big & Tall	Electronics	Music
Apparel - Non-gender Specific	Food/Beverages	Novelty
Apparel - Teenager's	Furniture	Other Merch/Services
Apparel - Women's/Petite/Plus	Garden	Personal Care
Arts & Antiques	General Merchandise	Pets
Automotive	Gifts	Photo & Video Equipment
Beauty	Health	Specialty Food/Gifts
Books	Holiday Items	Sports & Leisure
Children's Products	Home Care	Stationery
Collectibles	Home Furnishings	Travel
Computing/Home Office	Housewares	

Please inquire for additional selects.

## Source:

## Transactional Data

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## 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.

## DEMOGRAPHICS

51% Female  
47% Male  
Median Age: 42  
Median Household Income: \$50,000  
Average Order Amount: \$75



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## ADDRESSING

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