

Early Adapters

8,574,933 TOTAL UNIVERSE / BASE RATE \$75.00/M
607,391 Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

These Early Adapters adults between the ages of 27-39 have grown up in a hi-tech, complex and diverse world. Considering that most of these individuals have grown up with hi-tech gadgets, using the Internet is something they tend to do with ease and confidence. They tend to be financially savvy, owning credit cards and using the Internet not only for shopping and informational purposes but for financial services ranging from online banking and loans to investments. The people on the Early Adapters file represent the 45 million people in the Gen X population who are balancing home, life and work. Staying connected is very important and besides computers they are also likely to own PDAs, cell phones, mp3 players so they can e-mail, text and instant message anytime and anywhere. Early Adapters make excellent candidates for mobile phones, PDA's, Web Traffic, computing and for traditional mail offers such as subscriptions, travel offers, credit cards and catalogs.

Source:

Online Direct Response overlayed with Demographic, Lifestyle, MOB and Transactional Data

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
Bankcard Holders	\$10.00/M
Cell Phone Owners	\$7.50/M
Electronic Product Buyers	\$7.50/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
Internet Connected	\$25.00/M
Investors by Type	\$7.50/M
Length of Residence	\$5.00/M
Magazine Subscribers	\$7.50/M
Mail Order Buyers	\$7.50/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
Online Shoppers	\$10.00/M
Presence of Children	\$5.00/M
Sports Interests by Type	\$7.50/M
State, Zip, SCF	\$5.00/M
Travelers	\$7.50/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

44% Female
53% Male
Median Age: 34
Median Household Income: \$38,000

ADDRESSING

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



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