

# Flex-Pay Catalog Shoppers

3,988,273  
288,742

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline  
Emails

\$85.00/M  
+\$10.00/M  
+\$20.00/M

## LIST TYPE

Consumer



## Description:

The consumers on the Flex-Pay Catalog Shoppers file have made purchases through the mail choosing a buy now, pay later option. These very responsive consumers want to shop but are unable to make full payment at the time of purchase. Mail order promotions that offer a line of credit or deferred payment on purchases are ideal for Flex-Pay Catalog Shoppers. Cash advances, payday loans, self-improvement and money making opportunities, and debt consolidation are also ideal offers for these consumers. 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.

## SELECTS

Age	\$6.00/M
CSI (Credit Score Index)	\$15.00/M
Ethnicity by Type	\$10.00/M
Finance Loan Holders	\$10.00/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
Insurance Prospects	\$5.00/M
Length of Residence	\$5.00/M
Low-End Shoppers	\$10.00/M
Marital Status	\$5.00/M
Online Shoppers	\$10.00/M
Presence of Children	\$5.00/M
Single Parents	\$7.50/M
State, Zip, SCF	\$5.00/M

Please inquire for  
additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

59% Female  
39% Male  
Average Age: 40  
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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