

# "In Market" to Purchase a Car

17,348,201  
1,228,830

TOTAL UNIVERSE / BASE RATE \$90.00/M  
Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



## Description:

These motivated consumers are "In Market" to Purchase a Car. They have responded to a direct mail survey where they have indicated that they plan to purchase a vehicle either within the next 0-3, 4-6, 7-9 or 10-12 months or they requested specific auto insurance quotes where they have supplied the make, model and year of the car they intend to purchase. In return, they have received discounts and coupons and were entered into a sweepstakes drawing. These surveys asked specific questions as to their future buying intentions as well as demographic and lifestyle inquiries. This list is a must test for any type of promotional offer for automobiles as well as offers for credit, insurance, merchandise, travel and more.

### Purchase Plan Types:

### Universe:

"In Market" to Purchase a Car in 0-3 Months	<b>4,163,567</b>
"In Market" to Purchase a Car in 4-6 Months	<b>3,955,388</b>
"In Market" to Purchase a Car in 7-9 Months	<b>3,772,117</b>
"In Market" to Purchase a Car in 10-12 Months	<b>3,997,024</b>

## SELECTS

Age	\$6.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Lifestyle Category	\$10.00/M
Make/Model/Year	\$10.00/M
Presence of Children	\$5.00/M
Presence of Credit Card	\$10.00/M
State, Zip, SCF	\$5.00/M
VIN #	\$7.00/M

## Source:

Direct Mail Survey Responders, Auto Insurance Quotes

## 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.

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000

Email: 20,000

## DEMOGRAPHICS

46% Female  
52% Male  
Median Age: 38  
Median Household Income: \$40,000

## ADDRESSING

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



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