

CREDIT CARD HOLDERS

Mail order buyers

UPDATE

9/1/2011

Names thru
AUG 2011

117,956 Last 6 Month Buyers \$80/M
28,743 Monthly Hotline \$85/M

AVG. UNIT OF SALE:
\$125.00

MINIMUM TEST
5000

PROFILE: Reach upscale mail order buyers that have purchased products via mail order and have paid with a major credit card.

This new direct response file consists of:

- Middle to upper income buyers
- 100% credit card holders (most have multiple cards).
- 35-50 age range

This is not survey data or overlay source file. These are proven mail order buyers, with above average income, that have shown to be responsive to a variety of mail order offers.

This is a 100% response file through direct mail.

RECOMMENDED USAGE: These individuals are ideal targets for:

<i>Magazines offers</i>	<i>Low interest credit card programs</i>
<i>Sweepstake offers</i>	<i>Vacation and Travel programs</i>
<i>Catalogs</i>	<i>Mortgage companies</i>
<i>Credit card offers</i>	<i>Banking Institutions</i>
<i>Credit card protection</i>	<i>Finance companies</i>

AVG. UNIT OF SALE: \$125.00

SOURCE: Direct mail / mail order fulfillment

Updated Monthly

MAINT:

Cheshire Labels, - N/C
Floppy Disc \$15.00
E-mail/Modem: \$15.00
P/S Labels: \$8.00/M

SELECTS:

100% Zip Sequence
State, SCF \$ 5.00/M
Keying \$ 2.00/M
Run Charges \$10.00/M
Phones \$10.00/M
Gender \$ 5.00/M
Age \$ 5.00/M
H/H Income \$ 5.00/M

List Information

Contact:

Global Direct

Tel: (561) 533-6691

Fax: (561) 585-9469

Email:

info@gdlists.com

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER
MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS.
ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

CARD# CCH2



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