

Armchair Warriors

Total Universe:	3,324,071	\$ 90/M
Monthly H/L	63,786	\$ +5/M
Non Profit:		\$ 75/M

These are people who choose to shop on TV. They spend millions for the convenience of sitting home and waiting for the boxes to arrive. The products they wait for vary from health and fitness, personal development; educational items for their children, house wares, and cosmetics and of course that bright shiny jewelry.

Armchair Warriors have a median age of 44 and a median income level of \$60,000. They are married with children, and obviously working full time to support their purchasing habits.

This audience is recommended for credit offers, insurance, loans, debt consolidation, publishing, sports, electronics and gadgets, household products and so much more.

Selects:

Income Range	\$ 5/M
State, Zip, SCF	\$ 5/M
Renter/Homeowner	\$ 5/M
Gender	\$ 5/M
Product	\$ 5/M
Age Range	\$ 5/M
Demographic	\$ 5/M
Dwelling Type	\$ 5/M
Number of Children	\$ 5/M
Household Income	\$ 5/M

Key Coding	\$ 2.50/M
A/B Split	\$ 5/M
CD Rom	\$ 35/F
Diskette	\$ 35/F
Email	\$ 35/F
P/S Labels	\$ 10/M

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Market:	Consumer
Type:	Postal Mail, Telephone, Email
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	55% Female 38% Male
Income:	\$60,000
Spending:	\$75 Average Order

SOURCE: TELEVISION & INTERNET
NET NAME ARRANGEMENT IS AVAILABLE - CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at sales@offersinthemail.com



38 E Ridgewood Ave #157, Ridgewood, NJ 07450
1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.