

KNOCKOUTSLEEP.COM

Total Universe:	161,606	\$ 100/M
Monthly H/L	8,447	\$ +5/M
Non Profit:		\$ 75/M

Meet the people who want to better their sleep patterns. Better sleep patterns lead to more productive and healthier lives. These DVD buyers have spent \$67.00 to get the sleep most of us crave. The buyer file consists of people who want that good night sleep and are driven to other purchases of videos through direct mail up-sells. The average age of these insomniacs are 45 with an average income of \$ 75,000. The file is evenly split and highly responsive to many other offers through continuity programs. There are many selects available on the file such as internet connection type, household demographics, family size, income levels, LOR, many more please inquire...

This file is recommended for magazines, business opportunities, credit offers, insurance, loans, debt consolidation, publishing, sports, electronics and organizing gadgets, travel 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
Childs Age Range	\$ 5/M
Demographic	\$ 5/M
Dwelling Type	\$ 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
Keying	\$ 2.50/M
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:	Email, Postal Mail, Telephone
Source:	Buyers
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	45% Female 45% Male
Income:	\$75,000
Spending:	\$69.95 Average Order

SOURCE: PAID BUYERS, DIRECT MAIL, WEBSITES
NET NAME ARRANGEMENT IS AVAILABLE-
CALL TO DISCUSS. NO EXCHANGES.

Please contact Jennifer Knothe at jennifer@offersinthemail.com



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