

# Product Shoppers

<b>Total Universe:</b>	<b>1,320,768</b>	<b>\$ 95/M</b>
<b>Monthly H/L</b>	<b>38,793</b>	<b>\$ 100/M</b>
<b>Non Profit:</b>		<b>\$ 75/M</b>

These consumers are challenged. They have searched high and low for that special store card. But much are surprised, when they are denied. This is where Product Shoppers arrives to save the day. All consumers are approved for \$8,500 in merchandise they have longed for. Once enrolled, the benefits roll in, coupons, discounted communication offers, domestic products you name it, they supply it.

The average age of these product buyers is 40, with household incomes of \$42,000. The file is evenly split between male and female, these shoppers are renewed when the first box arrives at their doorstep.

Method of payments: check, money order and credit cards

## Selects:

<b>Income Range</b>	<b>\$ 6/M</b>
<b>State, Zip, SCF</b>	<b>\$ 6/M</b>
<b>Renter/Homeowner</b>	<b>\$ 6/M</b>
<b>Gender</b>	<b>\$ 6/M</b>
<b>Product</b>	<b>\$ 6/M</b>
<b>Age Range</b>	<b>\$ 6/M</b>

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

## 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

<b>Market:</b>	<b>Consumer</b>
<b>Type:</b>	<b>Postal Mail</b>
<b>Opt-In:</b>	<b>Opt-in</b>
<b>Geo:</b>	<b>Domestic (US)</b>
<b>Gender:</b>	<b>50% Female</b>
	<b>50% Male</b>
<b>Income:</b>	<b>\$42,000</b>
<b>Spending:</b>	<b>\$49.95 Average Order</b>

SOURCE: PAID BUYERS DIRECT RESPONSE GENERATED  
 NET NAME ARRANGEMENT IS AVAILABLE - CALL TO DISCUSS. NO EXCHANGES.  
 Please contact List Manager at [sales@offersinthemail.com](mailto:sales@offersinthemail.com)



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