

# See *ME* on Friday

<b>Total Universe:</b>	<b>2,209,348</b>	<b>\$ 100/M</b>
<b>Monthly H/L</b>	<b>69,749</b>	<b>\$ +5/M</b>
<b>Non Profit:</b>		<b>\$ 75/M</b>

It's Friday, late afternoon, on payday. The anxiety for the weekend is overwhelming. By 5:15 they are at the bank checking the balance on their debit cards and then it is off to the races. They rush home to open the catalogs in the week's mail, they love their mail offers, and are waiting for that special day when an attractive offer is on the mailbox. These respondents have purchased a product through direct mail avenues.

Whether a merchandise offer, insurance offer, a new cell phone, a technology driven upgrade, an array of financial offers, or continuity program, these respondents have the skills to keep the payments current to the weekly inflows.

Mostly male (60%), average age 36 with an income average of \$40,000 grab these impulsive buyers before the rest do.

## 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

## 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>

<b>Market:</b>	<b>Consumer</b>
<b>Type:</b>	<b>Postal Mail</b>
<b>Geo:</b>	<b>Domestic (US)</b>
<b>Gender:</b>	<b>40% Female</b> <b>60% Male</b>
<b>Income:</b>	<b>\$40,000</b>
<b>Spending:</b>	<b>\$19.95 Average Order</b>

SOURCE: DIRECT MAIL SOLD  
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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