

SPOILERS

Total Universe:	1,075,562	\$ 90/M
Monthly H/L	33,435	\$ +5/M
Non Profit:		\$ 75/M

The Golden years should be just that. If you're like the rest of us you work the majority of your life. You would want the remainder to be easy, welcoming new products and services that simplify the everyday struggle you unfortunately grown accustomed to. These loving grandparents have purchased personalized products for their grandkids. These loving elders have purchased a vast array of books, pictures frames, videos and cartoons. The average gift is \$39.95, frugal consumers with the ability to spend.

The average age of these savvy consumers is 58, with an average income of \$56,000. This file is recommended and will do well for household products, any gadget or device for their little loved ones, apparel, continuity clubs and travel. The List Owner will entertain a variety of offers.

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:

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

Market:	Consumer
Type:	Postal Mail
Geo:	Domestic (US)
Gender:	65% Female
	35% Male
Income:	\$56,000
Spending:	\$39.95 Average order

SOURCE: DIRECT MAIL SOLD, PAID
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.