

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

67400B

ABSOLUTELY AFFLUENT FEMALE HOLIDAY MAIL ORDER BUYERS

With the holidays just around the corner, the Absolutely Affluent Female Holiday Mail Order Buyers list is perfect for promoting your gift related products and services. These ladies shop and shop well and have an income of \$100K+, which allows them the luxury to shop with no limit on what they can spend. With an average age of 40, and an average purchase of \$50.00, this list will absolutely work well for holiday, catalog, credit card, travel offers, and more. They have purchased items such as Apparel, Books, Electronics, Music and More. Target absolutely affluent female holiday mail order buyers for your next direct mail, telemarketing or email campaign. Sourced from direct mail buyers and telephone surveys.

3 Month Hotline - 400,743

6 Month Hotline - 850,385

Total Database - 1,435,028

Available Selects \$8/M

Apparel	206,891
Books	166,831
Electronics	59,621
Gift Baskets	200,010
Gift Certificates	209,610
Jewelry	388,142
Music	66,843
Perfume	399,822
Toys	302,801
Wine	284,621

Selectable by income level and more. Please inquire

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Income Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Age Select	\$8/M
Email	\$50/F	Recency (6 Mos)	\$15/M	Gender Select	\$8/M
FTP	\$50/F	Key Coding	\$5/M	Geographic Select	\$8/M

Brokers Welcome