

# BYRUM & FLEMING

Mailing List Brokerage and Management  
www.byrumfleming.com

16700S

## BYRUM & FLEMING'S WEEKLY NEWLYWEDS DATABASE

Be the first to market to Byrum & Fleming's Weekly Newlyweds Database with 4,500 new names added weekly. These highly responsive newlyweds have made that special commitment to love honor and cherish. Since getting married far more than doubles their expenses, these highly responsive families need to spend much, much more looking for numerous products and services to make their new family comfortable, healthy and happy. Select by telephones, credit card users, age, income where available and geography. Sourced from telco and county records as well as from online self reported data. Suggested usages are credit card and finance offers, medical and insurance offers, retail, home improvement/furnishings and more.

**Weekly Hotline = 4,500**  
**Monthly Hotline = 20,000**

**Total Database - 815,000**

Selects Available @ \$5/M

- |   |                                   |
|---|-----------------------------------|
| -Occupation   | -Home Improvement /               |
| -Homeowner / Renter                                   | Do-It-Yourselfers                 |
| -Dwelling Type  | -Mail Order Buyers                |
| -Dwelling Size  | -Electronics / Computer Interests |
| -Length of Residence                                  | -Exercise / Health Interests      |
| -Recent Home Buyer                                    | -Culinary / Wine Interests        |
| -Home Purchase Amount                                 | -Sports Interests                 |
| -Home Loan Amount                                     | -Sweepstakes / Contest            |
| -Home Value   | Entrants                          |
| -Net Worth  | -Pet Owners                       |
| '-Numerous Other Selects of Interest - Please Inquire |                                   |

### Terms and Pricing

List Rental	\$90M	Recency Select (1 mo)	\$25/M	Keycoding	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Age/Geo	\$5/M
Telephone Numbers	\$35/M	Recency Select (6 mos)	\$15/M	Income	\$5/M
Recency Select (weekly)	\$30/M	Recency Select (12 mos)	\$10/M	E-Mail	\$50

*Brokers Welcome*

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