

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

31900S

GENERATION X - TECH-SAVVY ENTHUSIASTS

From High Definition TV's, DVDs to MP3's, the Generation X - Tech-Savvy Enthusiasts have an insatiable appetite for the latest high tech equipment, including electronics, home entertainment systems, and audio components. These early adopters are known buyers and always in the market for the newest high tech products available. They are age 35-50, with an income of \$75K+, are homeowners, have several credit cards at their disposal, and spend a minimum of \$250 a month on credit card purchases. Sourced from online surveys, target these excellent prospects for credit cards, electronics, computers and software, sports and entertainment offers, travel, magazines, catalogs, and internet offers.

Total Database - 5,242,108

Available Selects \$5/M

DSL Connection	1,252,979
Dial-up Connection	909,385
DVD Owners	830,227
HDTV Owners	803,412
MP3 Owners	660,980

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome