

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

64800B

## HOLIDAY SHOPPERS

These shoppers love the holidays! Their credit history shows a significant increase in purchases during holiday time with the average single purchase being \$35. The Holiday Shoppers file is comprised of 49% male, 51% female, average age of 35, with an average household income of \$50K. Sourced from direct mail and telemarketing surveys, target these known actual buyers for your holiday mailers through catalog, book, music, electronics and internet offers.

### **Total Database - 2,644,850**

Available Selects \$8/M

Apparel	640,681
Books	493,607
Electronics	500,915
Gift Baskets	632,720
Gift Certificates	935,756
Jewelry	1,025,090
Music	815,770
Perfume	894,427
Toys	950,951
Wine	494,399

### 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*