

# BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

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## HOME IMPROVEMENT SHOPPERS

Low interest rates have caused the home remodeling industry to soar to new heights. The Home Improvement Shoppers file offered by Byrum & Fleming consists of home owners and do-it-your-selfers that have purchased products and services to expand their homes, redo kitchens and other key areas of the home, add amenities to the landscape, and indulge in the newest entertainment technology. Sourced from direct market response, target these consumers for home improvement offers, catalogs, credit cards, magazines, gardening and electronics/technology offers. The file is comprised of 49% female, 51% male, 100% at Home Address.

### Total Database - 241,383

Available Selects \$5/M

Accessories	32,111
Bathrooms	18,876
Entertainment Purchases	19,763
Expansions, Additions	12,876
Fixer Uppers	5,777
Heating & Air Conditioning	20,876
Home Elegance	12,987
Home Office Design & Building	10,876
Kitchens	16,998
Landscape, Pools, and Gardening	10,812
Outbuildings	4,233
Painting, Plumbing & Repair	41,228
Roofing	7,876
Solar, Sustainability, Reducing Energy Dependence	10,761
Windows & Doors	15,333

#### Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
E-Mail	\$50	Telephones	\$35/M	Key Coding	\$5/M

*Brokers Welcome*

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