

INFOMERCIAL MANIA

These highly responsive impulse buyers love their TV's, have money to spend and love to TV shop! They have made one or more purchases of household items, health and beauty items, collectibles, etc. in response to TV infomercials. Sourced from actual infomercial buyers, this file is updated and enhanced monthly, and is ideal for offers for magazines, books, credit cards, gardening and household goods and telemarketing.

Weekly Hotline - 35,500
Monthly Hotline - 140,500

Total Database - 1,273,500

Available Selects \$8/M

Magazine Subscribers
 Book Buyers
 Computer Owners
 Religion/Ethnicity
 Spanish Speakers
 Credit Card Holders
 Homeowners
 Length of Residence
 Presence of Children
 Age of Children

Terms and Pricing

List Rental	\$100/M	Telephones	\$50/M	Recency (1 Mo)	\$25/M
Minimum Order	5000	Income Select	\$8/M	Recency (3 Mos)	\$20/M
Email	\$50/F	Age Select	\$8/M	Recency (6 Mos)	\$15/M
FTP	\$50/F	Gender Select	\$8/M	Recency (12 Mos)	\$10/M

Brokers Welcome