

# BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

15200S

## PICTURE PERFECT PHOTO BUFFS

They say that a picture is worth a thousand words. The Picture Perfect Photo Buffs are consumers whose favorite pastime is photography. Whether they are capturing the sunset or preserving memories of their child's first step, these photography buffs are excellent prospects for magazines, catalogs, credit cards, travel and leisure, computers and electronic equipment offers. They are 68% male, 32% female, average age of 42, with an average income of \$60K. Choose from camera owners and buyers of photo equipment, as well as individuals interested in purchasing a camera. Sourced from subscriptions, lifestyle surveys and trade directories. 100% at Home Address.

### **Total Database - 345,892**

#### Available Selects \$5/M

Digital Camera Owners	145,362
35MM Camera Owners	189,161
Video Camcorder Owners	123,981
Photo Equipment Mail Order Buyers	93,871
Photo Equipment Online Buyers	78,156
Photo Printer Buyers	119,342
Interest in Purchasing a Camera	110,981

#### 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*