

## SPANISH LANGUAGE TELEVISION BUYERS

These responsive Spanish speaking individuals watch Spanish language television and have purchased various health products in response to Spanish commercials or infomercials. Sourced from quarterly questionnaires, this file is updated and enhanced monthly, and is ideal for offers for health and fitness products, exercise and diet items, cosmetics, magazines, credit cards, gardening and household goods and telemarketing.

### Monthly Hotline - 85,400

### Total Database - 1,023,500

Available Selects \$8/M

Mail Order Buyers	318,513
Magazine subscribers	153,525
Computer Owners	308,073
Donors	373,455

#### Terms and Pricing

List Rental	\$95/M	Telephones	\$50/M	Age Select	\$8/M
Minimum Order	5000	Recency (1 Mo)	\$25/M	Income select	\$8/M
Gender Select	\$8/M	Recency (3 Mos)	\$20/M	E-Mail	\$50
Geographic Select	\$8/M	Recency (6 Mos)	\$15/M	Shipping-2 day	\$15
Marital status select	\$8/M	Recency (12 Mos)	\$10/M	Shipping-Overnite	\$30

*Brokers Welcome*