

Listopedia Consortium

Double Income with No Kids at Home Masterfile

7,351,090	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

Reach households with two adults and no children living at home. These consumers have a high discretionary income and enjoy spending their money on travel, entertaining, dining out and more.

These consumers are highly responsive to online and mail order offers and have opted-in to receive information to various third party offers.

This file is 55% female; average age – 42; average income - \$75K.

Recommended Usage: Test this file for restaurant and dining information, credit cards, travel, electronics, catalogs, home improvements and more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC027
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Mail Order Buyers	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Online Buyers	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

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