

# *Listopedia Consortium* Ardent Online Buyers

<b>1,371,948</b>	<b>Total Universe/Base Rate</b>	<b>\$120/M</b>
	<b>Email</b>	<b>\$120/M</b>
	<b>Postal</b>	<b>\$120/M</b>

The Ardent Online Buyers file consists of individuals who enjoy making online purchases.

**Buyer Selects:**

Apparel Buyer	Gift Buyer
Book Buyer	Gift Card Buyer
Cosmetics Buyer	Home Furnishings Buyer
Electronics Buyer	Jewelry Buyer
Fragrance Buyer	Music & Movies Buyer

Recommended Usage: Test this file for credit card offers, gift baskets, catalogs, magazines, special offers, coupons and more.

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**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.*

<b>MAG List Code</b>	<b>TLC044</b>
<b>Minimum Order</b>	<b>10,000</b>
<b>List Type</b>	<b>Consumer</b>
<b>Opt-In</b>	<b>Confirmed Opt-In</b>
<b>Source</b>	<b>Internet/On-Line</b>

**SELECTS**

Age	No Charge
Gender	No Charge
Geography	No Charge
Homeowner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Presence of Children	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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**Manager**

Fran Cohen  
fran@mag4lists.com  
P-631-264-3802  
F-631-264-3806

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**Marketing Advisory Group, Inc.**

*"Your Direct Marketing Boutique"*

120 Broadway, Suite A, Amityville, NY 11701  
Phone 631-264-3802 ♦ Fax-631-264-3806 ♦ www.mag4lists.com