



America Directo Masterfile

370,000	Total Buyers	\$100/M
5,000	Monthly Hotline	\$16/M
16,500	Quarterly Hotline	\$10/M

The America Directo Masterfile consists of Spanish Speaking customers who have purchased a variety of health, nutrition and beauty products, including the popular "crèma de caracol" (snail extract skin care cream). These avid buyers have responded to various Spanish DRTV commercials. America Directo targets a range of male and female consumers with the following demographics:

Average Age: 35-49
 Average Order: \$180
 54% Female; 46% Male

The Hispanic population is the fastest growing ethnic group in the U.S, with numbers rapidly reaching 45 million. Tap into this responsive, unsaturated market whose spending power already exceeds \$700 billion!

These consumers welcome Spanish and Bi-lingual offers in their mailbox for products such as: Satellite Dishes, Wire Transfers, Long Distance, Wireless, Pre-paid cards, continuing education, retail, shopping, apparel, music, entertainment, technology, financial, vacations, internet services, retail, and more!

Select by:

Geography	\$8/M
Credit Card Buyers	\$16/M
COD Buyers	\$16/M
Dollar Amount Spent	\$16/M
Product Purchased	\$8/M
Gender	\$8/M
Verified Phones	\$25/M
Satellite Dish Viewers	\$16/M
Cable Viewers	\$16/M
Multibuyers	\$16/M

Phone Numbers Available. Please Inquire for count

Additional Information:

Source:	Spanish DRTV
Updated:	Monthly
Minimum Order:	10,000
Specifications:	\$50/F Email/FTP
	Orders are for one time use only



18 Elizabeth Street Bethel, CT 06801
 p. 203-778-4110 f. 203-778-4130
 Contact Kate Hauspurg
kate@catamountgroup.net

