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## CONNOISSEUR MASTERFILE

42,450,000	Connoisseurs @ Postal Address	\$ 70/M
14,000,000	3 Month Hotline	+\$ 15/M
4,000,000	1 Month Hotline	+\$ 20/M
	Gender, Age, Income, Lifestyle	+\$ 15/M
	Geographic Selection	+\$ 10/M
	Phone Numbers	+\$ 50/M

**Connoisseur Masterfile** is comprised of online consumers who have reported their demographics, lifestyles and interests. This data represents targeted interest and behavioral categories with self-reported and appended profile information. They have agreed to receive offers that will enhance their lifestyles from third party advertisers.

**Connoisseur Masterfile** offers speedy delivery, great service and fresh new names to the market.

### DEMOGRAPHIC/LIFESTYLE selects at \$15/M

Affluent	9,163,000	Music & Entertainment	12,474,000
Apparel/Beauty	11,925,000	Online Sports Fantasy	3,825,000
Automotive	2,837,651	Outdoors	5,268,000
Baby Boomers	4,293,000	Pets	5,390,000
Book & Magazine	12,800,000	Plus-Size Apparel	1,922,000
Career-Minded	846,000	Seniors	4,183,000
Catalog	14,543,631	SOHO	1,826,000
Credit Seekers	7,900,000	Sweeps & Contest	2,400,000
Ethnic	4,301,000	Toys	3,147,000
Health & Fitness	5,200,000	Vacation & Travel	2,917,207
Hobby & Craft	8,260,000	Weight Conscious	5,600,000
Home-Owners	20,716,000	Young Family Connoisseurs	15,200,000

### Additional information

SOURCE:	Online Survey Respondents at Postal Address
UPDATED:	Monthly
MINIMUM ORDER:	10,000
SPECIFICATIONS:	Sample mail piece required. All orders are for one time use. 85% net name for orders of 50,000+, run charges \$10/M.
MATERIALS:	\$25/F Diskette, CD; \$50/F FTP, Email