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# The African American Connection

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5,010,431	Total Universe	\$100/M
1,252,605	Quarterly Hotline	+\$11/M
	Geo/Gender	+\$11/M
	Demographic/Lifestyle	+\$16/M
	Phone Numbers	+\$75/M

*The African American Connection* presents an innovative approach to marketing efforts by offering a comprehensive database of consumers and households in the U.S African American market. As a greater emphasis on this underserved market continues to emerge, **The African American Connection** is identifying valuable data which will enable marketers to effectively reach their target audience. Available with an abundance of selection criteria, the database boasts unparalleled data quality from sources consisting of consumer demographic, self-reported data, life events, automotive information, and transactional data.

**The African American Connection** provides marketers with a unique opportunity to reach African Americans not only by traditional demographic characteristics, but also cultural, ethnic and socioeconomic selection criteria.

**Recommended** for all consumer products, publications, financial, insurance, computer/Internet, telecommunications, money transfers...and more.

### Additional Information

UPDATES: Quarterly  
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.  
\$25/F Mag Tape, Cartridge; \$50/F Diskette, Email

### *Selections (+\$16/M):*

- Age ranges: 18 – 76+
- Income ranges: \$15k - \$250k+
- Donors
- Presence of Children
- Interest in Automotive
- Interest in Clothing
- Mail Order – Clothing
- Retail Card Holders
- Computer Owners
- Credit Card Buyers
- Craft & Hobby Product Buyers
- Upscale Merchandise Buyers
- News and Financial
- Gardening & Farming
- Book Buyers
- Contributors
- Do-it-Yourselfers
- Gift & Gadget Buyers
- Opportunity Seekers
- Contest Entrants
- Magazine Subscribers:
  - Male Sports
  - Culinary Interests
  - Gardening & Farming
  - Health & Fitness
  - Family
  - Male/Female



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