



18 Elizabeth Street ~ Bethel, CT 06801 ~ ph 203.778.4110 ~ fx 203.778.4130
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HIGHLY SELECTABLE DATABASE

200,000,000	Postal addresses	\$90/M
1,000,000	Monthly Change of Address	+ \$10/M
	Geographic Selection	+ \$10/M
	Demographic/Lifestyle	+ \$10/M

Highly Selectable Database is a comprehensive Masterfile of US households offering complete demographic and lifestyle information.

DEMOGRAPHIC & LIFESTYLE selections at \$10/M:

AFFLUENT AMERICANS	30,000,000	HOTLINE	3,300,000
AFRICAN AMERICANS	2,000,000	INVESTORS	1,000,000
APPAREL MOBS	1,000,000	JEWISH DONORS	318,000
ASTROLOGY	400,000	MAGAZINE SUBS	4,000,000
BIBLE/DEVOTIONAL	100,000	MUSIC LOVERS	360,000
BOOK CLUB MEMBERS	150,000	NEW MOVERS	1,000,000
CHRISTIAN DONORS	4,300,000	NURSES @ HOME	320,000
COLLECTIBLES	1,200,000	ONLINE SWEEPSTAKES	6,000,000
COMPUTER/ELECTRONICS	6,000,000	OUTDOORS	4,500,000
COOKING	300,000	PET OWNERS	500,000
COUNTRY STYLE	30,000,000	SENIORS	20,000,000
CREDIT CARD BUYERS	2,200,000	SMOKERS	900,000
CREDIT NEEDY	4,000,000	SOPHISTICATED SHOPPERS	1,000,000
DONORS	9,000,000	SPORTS	1,400,000
FAMILIES	25,000,000	STUDENTS	4,750,000
FARMERS	1,000,000	TEACHERS @ HOME	500,000
FEMALE EXECUTIVES	1,800,000	TEEN MOBS	1,000,000
GARDENERS	300,000	TELEMARKETING HOTLINE	150,000
GOLFERS	4,000,000	TRAVELERS	352,000
HISPANICS	6,000,000	VETERANS	3,500,000
HOME DÉCOR	250,000	VITAMIN SHOPPERS	2,000,000

Additional information

SOURCE: Multi-Source Compiled
 CLEANED: Monthly
 MINIMUM ORDER: 10,000
 SPECIFICATIONS: Sample mail piece required.
 All orders are for one time use.