


OTHER SELECTIONS

Nth name,
key coding 5.00/M
phone where available,
gender, age, net
worth, income,
25.00/M per select

METHOD OF ADDRESSING

Diskette, 35.00 fee;
e-mail, 35.00 fee.
CD-Rom, 75.00 fee
FTP download

FORMATTING

Excel 00
Excel 97
CSV
ASCII

MAINTENANCE

Updated weekly.

Minimum record order
is 5,000.

Data Verified:
Sept 9, 2004.

Hotline Masterfile

Hotline of Buyers

SUMMARY DESCRIPTION

On average, 3 out of 5 direct mail/phone/internet purchasers are likely to purchase another product via the same medium within 30 days of their last purchase. Simply put, once it's been established someone purchases via these avenues they are likely to purchase again. This file is comprised of the 15 million Americans who have purchased at least one product, using a credit card, from a direct mail, telephone or the internet within the past 30 days in a wide variety of product categories.

LIST SOURCE

proprietary compilation, purchase data, and demographic overlay

Product Category and Quantity

Upscale	1,632,601	Religious Product	3,841,566
Male Oriented	3,841,566	News & Finance	5,276,117
Female Oriented	13,347,709	Do It Yourselfers	4,150,767
Craft & Hobby	5,027,507	Photography	263,420
Gardening & Farm	2,520,099	Opp. Seekers	5,943,168
Infomercial Buyers	12,045,860	Political Contrib.	6,184,986
Sweepstakes Entrants ..	2,227,960	Magazines	17,668,412
Hunting	1,801,913	Footwear	785,055
Fishing	2,116,777	Bird Watching.....	111,258
Sailing & Boating	224,217	Camping	2,565,365
Sporting Equipt.....	3,676,216	Guns & Weapons.....	204,876
Outdoor Apparel	3,841,566	Magazines	17,668,412

Base price \$ 140/M (name and address only)
with Telephone \$ 50/M additional
7 Day Hotline \$ 250/M additional

subscription and quantity discounts available

Call a
Certified Data Consultant
The List Company
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