

Listopedia Consortium

Consumer Multichannel Masterfile

46,978,540	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

Reach Consumers who have opted-in to receive information through an affiliate network. These subscribers have provided demographic and lifestyle information.

Lifestyle selections include: Books, Reading, Charitable Causes, Donors, Computers, Education, Electronics, Entertainment, Family Interests, Finances, Health & Fitness, Home & Garden, Hobbies, Music, Pets, Sports, Wine & Gourmet and more.

Additional demographic information is available including age, gender, income, lifestyle interests, marital status, presence of children, age and number of children.

Recommended Usage: Test this file for apparel, children's toys, family travel, education, books and magazines, financial offers, insurance, health & fitness and much more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC011
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Credit Card Buyers	No Charge
Gender	No Charge
Geography	No Charge
Homeowner	No Charge
Household Income	No Charge
Income	No Charge
Mail Order Buyers	No Charge
Marital Status	No Charge
Lifestyle Select	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

Manager

Fran Cohen
 fran@mag4lists.com
 P-631-264-3802
 F-631-264-3806

Marketing Advisory Group, Inc.

"Your Direct Marketing Boutique"

120 Broadway, Suite A, Amityville, NY 11701
 Phone 631-264-3802 ♦ Fax-631-264-3806 ♦ www.mag4lists.com