

Listopedia Consortium

Home Improvement Consumers

1,487,968	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

The Home Improvement Consumer file consists of individuals who are actively interested in home repair, home improvement, home renovation, home décor, landscaping and do-it-yourself projects.

These opted-in subscribers have provided detailed information to a lifestyle questionnaire and indicated that they would like to receive third party information.

This opted-in file has both email and postal addresses available.

Recommended Usage: Test this file for credit card offers, home repair services, home accessories, landscaping, interior design services, magazines and 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	TLC043
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Marital Status	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

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