

Listopedia Consortium Fast Food Fanatics

5,992,683	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

The Fast Food Fanatics file is comprised of individuals who have indicated a passion for Fast Food. These consumers eat out on a regular basis and many of them have Fast Food over 5 times a week.

These individuals have indicated that they love Fast Food by providing detailed information to a lifestyle questionnaire.

Fast Food Selects:

- Casual Food Buyer – 1 or more times per week
- Drive Thru Regular
- Fast Food Addict – 5 or more times per week
- Fast Food Junkie – 2-5 times per week

Recommended Usage: Test this file for food coupons, restaurant coupons, neighborhood offerings 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	TLC060
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
Homeowner	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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