

# AudienceFirst Insights – Relationship Status

Counts	Segments	Prices
24,182,437	<b>Total Universe/Base Rate</b>	\$85.00/M
38,828	<b>30 Day Hotline Rate</b>	\$95.00/M
	<b>Fundraiser Base Rate</b>	\$75.00/M
1,284,933	<b>Divorced</b>	+\$10.00/M
1,073,473	<b>Engaged</b>	+\$10.00/M
4,432,122	<b>In a Relationship</b>	+\$10.00/M
5,587,526	<b>Married</b>	+\$10.00/M
10,940,923	<b>Single</b>	+\$10.00/M
863,460	<b>Widowed</b>	+\$10.00/M
	<b>FTP/Email Delivery</b>	\$65.00/F

## DESCRIPTION

The AudienceFirst Insights- Relationship Status file should be your go-to for selecting responders by their relationship status. Some responders are in a relationship, while others have noted they are married, engaged, or even divorced.

These high value prospects would be ideal for the following causes and offers:

- Dating/Matchmaking Offers
- Family Planning Offers
- Commercial Mailers

\*Please inquire about email addresses and telemarketing counts and availability.

## LIST PROFILE & COSTS

**Source:** Online, Responders  
**Minimum Order:** 10,000

## SELECTS

Age	\$10.00/M
Gender	\$10.00/M
Ethnicity	\$10.00/M
Geo/SCF/ZIP	\$8.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

## ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

## LIST MAINTENANCE

Counts Through	6/30/2020
Last Update	7/20/2020
Next Update	8/20/2020

## CONTACT

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