

# AudienceFirst Insights – Purchasing Power

Counts	Segments	Prices
6,639,348	<b>Total Universe/Base Rate</b>	\$85.00/M
6,639,348	<b>Fundraiser Base Rate</b>	\$75.00/M
4,701,183	<b>Banking (CDs, IRA, Mortgage)</b>	+\$10.00/M
5,248,743	<b>Financial Services (Installment Credit )</b>	+\$10.00/M
130,459	<b>Financial Services- Insurance</b>	+\$10.00/M
2,265,563	<b>Computer/Electronics Buyers</b>	+\$10.00/M
4,406,759	<b>High Volume, Low End Department Store Buyers</b>	+\$10.00/M
4,338,087	<b>High End Retail Buyers, Upscale Retail</b>	+\$10.00/M
2,115,507	<b>Home Improvement Buyers</b>	+\$10.00/M
1,404,393	<b>Home Office Supply Buyers</b>	+\$10.00/M
853,922	<b>Membership Warehouse Shoppers</b>	+\$10.00/M
3,330,684	<b>Specialty Apparel Buyers</b>	+\$10.00/M
1,302,863	<b>Sporting Good Buyers</b>	+\$10.00/M
3,460,569	<b>Travel/Personal Service Buyers</b>	+\$10.00/M
	<b>FTP/Email Delivery</b>	\$65.00/F

\*Counts are for the 0-12 months. Purchase amount is not available.

## DESCRIPTION

Target people with purchasing power using the AudienceFirst Insights- Purchasing Power file. These responders have recent purchasing activity and financing needs. From apparel and home purchases, to banking and financing needs, these high value prospects would be ideal for the following causes and offers:

- Commercial Offers
- Insurance Offers
- Home Shopping/Retail
- Fundraising offers

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

## LIST PROFILE & COSTS

**Source:** Online, Responders  
**Minimum Order:** 5,000

## 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

## 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	7/31/2020
Last Update	8/12/2020
Next Update	9/15/2020

## CONTACT

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