



SEGMENTS

27,350,397	Total Universe /Universe Rate	\$65.00/M
14,004,511	Cat Owners	\$65.00/M
10,958,075	Dog Owners	\$65.00/M

DESCRIPTION

Not all data is the same. By securing access to the industry's Top Data Assets, Market Approach can help you maximize and optimize your campaign goals. With over 123MM Households and 190MM individuals, selectable at many levels, let us work with you to penetrate and reach your target audience.

DATE

UPDATED	07/15/2022
CONFIRMED	07/27/2022

GENDER

0% MALE 70% FEMALE

SOURCE

Lifestyle questionnaire, Masterfile enhanced, Multi Sourced, Direct response, Compiled lists

ADDITIONAL CHARGES

HH Income	\$5.00/M
Age Indicator	\$3.50/M
Radius Zip/Zip+4+CR Codes	\$5.00/M
Radius Rooftops	\$5.00/M
Dwelling Type	\$2.50/M
Homeowner/Renter Code	\$7.50/M
Number of Adults	\$2.50/M
Number of Children	\$2.50/M
Marital Status	\$2.50/M
Lifestyle	\$12.50/M
Ethnic Code	\$10.00/M
Mail Buyer	\$10.00/M
Religion	\$10.00/M
Minority	\$10.00/M
Language Code	\$10.00/M
Date of Birth	\$5.00/M
Presence of Children	\$7.50/M
Presence of Credit Card	\$20.00/M
Home Value in thousands	\$20.00/M

ADDRESSING

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

Net Name is allowed	85%
Min Qty	50,000
Run Charges	\$8.00/M