



**SEGMENTS**

16,450,339	Total Universe /Universe Rate	\$125.00/M
127,000	Monthly Hotline	+ \$10.00/M
3,291,167	Email Address - Opted In	+ \$55.00/M

**DESCRIPTION**

These Canadian individuals are active and responsive to all types of offers. They respond to direct mail and well as email marketing efforts. Targeted Canadian audiences are difficult to reach and this dataset has a wide variety of selects available to make fine tuning your campaign easier. Target these households with offers for: General Merchandise, Home Decor, Apparel and much more.

**DATE**

UPDATED	03/19/2021
CONFIRMED	05/07/2021

**GENDER**

65% MALE 0% FEMALE

**SOURCE**

Internet/On-Line, Multi Sourced, Lifestyle questionnaire, Direct response, Compiled lists

**ADDITIONAL CHARGES**

New Homeowner	\$10.00/M
HH Income	\$5.00/M
Age	\$3.50/M
Dwelling Type	\$2.50/M
Number of Adults	\$2.50/M
Number of Children	\$2.50/M
Marital Status	\$2.50/M
FSA	\$10.00/M
Presence of Children	\$15.00/M
Education Level	\$5.00/M
Wealth Status Indicator	\$5.00/M
Province	\$7.50/M

**ADDRESSING**

**MINIMUM ORDER**

10,000

**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

For More information or ordering contact our Sales Representative:

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