



**SEGMENTS**

1,288,583	Total Universe /Universe Rate	\$100.00/M
157,711	Top 20%	+ \$20.00/M

**DESCRIPTION**

Fresh Food Home Delivery Service Consumers are On-The-Go households trying hard to juggle work life and home life. Still interested in home cooked meals but lacking the time to make them, these consumers subscribe to a service that cuts their prep time in half while still keeping with the quality of home cooking. These consumers are deemed receptive and have a high propensity to be interested in receiving information about other similar type offers that help make their personal lives more manageable.

**DATE**

UPDATED	03/19/2021
CONFIRMED	07/12/2022

**GENDER**

0% MALE 0% FEMALE

**SOURCE**

Propensity Modeling, Internet/On-Line, Compiled lists, Multi Sourced

**ADDITIONAL CHARGES**

New Homeowner	\$10.00/M
Home Value in thousands	\$20.00/M
HH Income	\$5.00/M
Age Indicator	\$3.50/M
Dwelling Type	\$2.50/M
Homeowner/Renter Code	\$7.50/M
Telephone	\$20.00/M
Number of Adults	\$2.50/M
Number of Children	\$2.50/M
Marital Status	\$2.50/M
Two Year Age Band	\$10.00/M
Radius Zip/Zip+4+CR Codes	\$10.00/M
Radius Rooftops	\$10.00/M
Ethnic Code	\$10.00/M
Mail Buyer	\$10.00/M
Religion	\$10.00/M
Minority	\$10.00/M
Language Code	\$10.00/M
1 Week Hotline	\$30.00/M
30 Day Hotline	\$15.00/M
Date of Birth	\$2.50/M
Presence of Children	\$15.00/M
Presence of Credit Card	\$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