



304 Indian Trace #315 Weston, Florida 33326

Phone: 954.331.2690 Fax: 954.331.2689

sales@boldmedia.com

www.boldmediallc.com

Collectibles Collectors Data File

TOTAL FILE: 16,342,806

BASE PRICE: \$90/CPM

Total Email: 11,623,014

Total Phone: 7,456,701

The Collectibles Collectors Data File consists of individuals who collect/buy a variety of items including figurines, plates, antiques, cars, comics, stamps, vintage music, sports memorabilia, coins, glassware, jewelry, art, dolls, cards, action figures, toys, vintage clothing & accessories, advertising, Hollywood/movie memorabilia and more. Collecting has become one of the fastest growing pastimes in America. These impulsive individuals are avid enthusiasts who collect items to enjoy now as well as items that will become family heirlooms to pass down to future generations. They purchase items for their own collections as well as for others as gifts. Many of these individuals are actively involved with more than one collection.

Collectors Individual Profile:

78% are Female, Average Age is 51, Average Household Income is \$42,000
Average Household Income is \$59,000

SELECTIONS:

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

FORMAT:

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
CD-ROM/Zip Drive/ Diskette/E-Mail:	\$35 Flat

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA and ECOA quarterly, new names added daily.