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## Do-it-yourself

**TOTAL FILE: 1,402,106**

**BASE PRICE: \$90/M**

**QUARTERLY HOTLINE: 35,202**

These individuals are your typical “do-it-yourself” consumers and according to Nielsen Media Research, they spent over 46 billion dollars on products from Home Depot, Lowes, AutoZone, Pep Boys This category is the second-largest grouping behind retail shoppers. Reach these individuals via direct mail and watch the response roll in. This list may be utilized for email marketing as well. We have over 75% with matching email.

\*90% Male

\*\$45,000 Median Income

\*60% are between the Ages of 25 – 44

### ***SELECTIONS:***

Hotline:	\$10/M
Geography:	\$5/M
Income:	\$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
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Children:	\$5/M
Telephones:	\$25/M

### ***FORMAT:***

Cheshire Labels:	N/C
Pressure Sensitive	
Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/	
IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/	
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'd quarterly, new names added monthly.