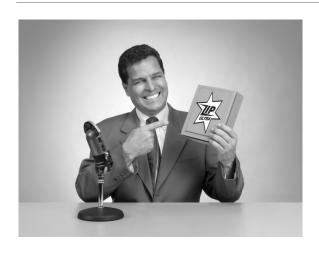
TV Infomercial Buyers



MEDIA TYPE

Consumer Phone and Postal

SOURCE

TV Generated

GEOGRAPHY

USA

DATA CARD MAINTENANCE

Update Frequency WEEKLY

PRICING

Minimum Order \$350.00
Base Price \$95.00/M

Overview

This file is a merge/purge of over 100 products selectable by category. File is 100% credit card purchases on a huge selection of infomercial products. These are highly impulsive buyers ordering from infomercial spots. Ideal prospects are direct mail marketers, retailers, travel agencies, dining establishments, magazines publications, electronics retailers, telemarketing offers, and general merchandise catalogers.

<u>Segments</u>			<u>Selections</u>	
635,000	Total Universe / Universe Rate	\$95.00/M	Phone	Please Inquire
45,000	Weekly Hotline	+ \$20.00/M	Product Category	\$10.00/M
	Telemarketing Please Inquire		Product Price	\$10.00/M
			Email	\$50.00/M
	<u>Categories</u>		Hotline Date	\$15.00/M
Beauty & Personal			Estimated Age	\$5.00/M
Health & Fitness			Estimated Income	\$5.00/M
Household			Gender	\$5.00/M
Outdoors			Marital Status	\$5.00/M
Pets			Household Composition	\$5.00/M
Sweepstakes			Median Years of School	\$5.00/M
Toys			Property Type	\$5.00/M
Other			Percent Black	\$5.00/M
			Percent Hispanic	\$5.00/M
Net Name Arrangements			Length of Residence	\$5.00/M
Net Name is allowed			Dwelling Type (FDU Size)	\$5.00/M
			Homeowner Type	\$5.00/M
	Key Coding		Median Home Value	\$5.00/M
Key Coding is available			Address Type	\$5.00/M
			Ethnic Code	\$5.00/M
Output Media			Oldest Age at Address	\$5.00/M
Email	\$25.00 FTP \$25	00	Estimated Wealth	\$5.00/M



Products included in this file:

Aero Knife
Ahh Bra 5
Amazing Tank
American Chia Series
Androzene V2
Ankle Angel
Ankle Genie
Aqua Rug TS Spanish

Armortech Auto Vantage Bacon Bowl (Allstar) Beauty Roll Bender Ball

BlingDots
BlingWraps
Bombay Green
Brush Pets
Bullseye Pee Pad
Butch Harmon DVD
Butterfly Abs
Cagney and Lacey

Canterbury Crystal Globes
Cat's Mewo
Ceratemp
Chef Cradle
Chop Magic
Clear TV SP
Clear TV Spanish
ComfiZip Bra
Corner Colander
Cristy Lane

Cristy Lane Christmas

Curlicue Cutting Edge DDP Yoga Diamond X4 CZ Digi Tech 1699

Disney Wonderful World of Reading

Dura Wallet V2 EZ Eyes Easy View HD Edge of Glory Effortless Bedding Emjoi Micro Pedi

EverLight Fab Foils FabricClearHD Fast Brite HD Fill n Fix Flex Seal Combo

Flexable Hose Spanish Flip Jack Pan Forever Comfy Fresh Sticks Fusion Juicer SP Girly Go Garter Go Roller

Golden Age of Country

Grassology

GoGo Pillow

Great Kitchen Secrets

Grill Mat Grip Go Gyro Bowl Handy Charge Handy Lantern HandyMan Secrets Haute Polish Headache Wrap Hena Tatz Hip Hop Abs Hot Designs 1737 Hot Huez **Huntin Buddies** Hurricane Mop Infinity Lights Innovation Direct Insta Bulb Inventi Coffee JFK Gold

K9 Bark Stopper
Kangaroo Keeper Brite
Kansas City Pocket Watch
Key Brite
KeySee
Kitchen Secrets
Light Angel
Light Links

JNL Fusion

Juggle Bubbles

Just Repel It

Jaw Saw

Light Links Light Up Links Lint Lizard Lobe Magic

Lumetrics Reservation Lumi Doh PT

Luminess Air Magic Jack Magic Mesh Mama Wants Mattress Wedge Max Lithium Wor Mighty Fixit 2 Mighty Putty Mr. Lid

Mr. Lid
My Lil Rainbow
My Spy Birdhouse
Nail Active 6
National Park
Night View
Nina Silk
No Freakin' Way
No Mess Mani
No Spill Chill
NuWave Precision Induction Cooktop

Only One Total Skin Care BOGO

Orgreenic Party in the Tub PediMask Perfect Bacon Perfect Pancake Perfect Polly Perfect Ribs Pickup Truck Pie Cutter PivoTrim SC PivoTrim V3 Plug & Safe Plug Purse Pocket Cam Pocket Hose Pocket Mechanic Pop Chef SP

Pop Top Power Tweeze 2 Pretendables Purrfect Arch Quik Brush Rabbit TV Radiation Buster Rejuvenate Riddex Pulse Rocket Saw

Rockwell Blade Runner Rockwell VersaCut Rollie EggMaster Royal Heirloom Collection

Royal Heirloom Collection Stone Wave AWMCHC02P Sci Relief Scratchdini

Seuss Holiday Shave Bullet Show No Socks Side Socket SP Skinny Steps Sock Clip V3 Soft Super Cooler Speed Out Ontel Splash Bag Sta Tight Sticky Buddy StimTein Stone Wave Stufz TV Glasses Table Mate Tele Purse Thermal Aid

Tornado Can Opener Tummy Tuck Twist Ease Two Hand Tool Watanabe Pillow Wax Vac

Wax Vac Wipe New Worx Air A WrapTastic Zoomies SP Zumba Exhilarate

Zumba Incredible Results

