



Newly Divorced

226,000 Divorces
20,000 Monthly Hotfile Divorces
Base Price \$80.00 Per Thousand
 Includes Name, Address, City, State, Zip

Minimum Order: \$200.00

Embarking on a new and often painful transition, recently divorced individuals are going through a major change in lifestyle. Often they are charged with setting up a new household, and are in need of everything from furnishings and linens to pots and pans. With their new-found freedom they are busy exploring and reinvigorating themselves with the leisure activities they had enjoyed before marriage, such as sports, fitness, beauty and spa treatments. At the same time, they may be seeking sources for self-improvement and taking the time to rediscover themselves through spirituality, religion, new subscriptions and memberships. They will be keeping an eye on the latest trends and fashions as they expand their social network in the single scene.

Recent divorcees are perfect prospects for entertainment, fashion, magazines, books, music, movies, religious and spiritual offers, home décor, household goods, kitchen basics, home electronics, furniture, internet service, apparel, credit cards, insurance, financial and dating services.

Selections

Date of Divorce	\$ 7/M
Gender	\$ 5/M
Estimated Age	\$ 5/M
Estimated Income	\$ 5/M

Available Output Formats:

Cheshire Labels*(4-up)	\$ 5.00/M	Manuscript*	\$ 8.50/M
PS Labels*	\$12.50/M	4x6 Cards	\$25.00/M

**Subject to Print Output Minimum \$50 per job*

Output Media:

Email.	\$25.00	CD-ROM.	\$40.00
FTP.	\$25.00	Diskette.	\$25.00
Cartridge.	\$25.00		

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