

CONSUMERVISION

OUR FLAGSHIP CONSUMER DATABASE

This multi-sourced consumer information database contains information on nearly 110 million households and 220 million individuals. ConsumerVision is the most comprehensive database on the market.

An amazing 500+ demographic and lifestyle characteristics are available on the file. Available selects include estimated income, home value, estimated age, marital status, special interests, mail order buying characteristics... and many more.

SOURCES

CAS has developed a multi-sourced and data-enriched consumer information product of transaction and response-driven elements that are demographically selectable for any marketing communication program from list generation to customer database enhancement. It contains actionable information on nearly 110 million households and 220 million individuals brought together "relationally" from pivotal file sources used for demographically selectable items at the individual, household and area level.

ConsumerVision now includes new and previously unreleased consumer interest elements. Sourced from actual subscribers of various national magazine and periodical titles, Subscriber Interest and Lifestyle Elements will include: Gardening, Decorating, Do-It-Yourself / Home Improvement, Travel, Gourmet Cooking, Fine Dining, Woodworking, Sewing/Knitting, Crafts, Beauty and Fashion, Children's and Adult Health, Book Buyers, Spanish Speaking Subscribers, Empty Nesters, and more.

The addition of these elements gives ConsumerVision far greater depth in Lifestyle and Interest categories than any single-sourced database. The accuracy and timeliness of subscriber-based information is unparalleled by standard survey and response data. The ability to use these subscriber-based interest and lifestyle selections alone, or in conjunction with survey-based and other self-reported sources gives direct marketers a distinct advantage when they use ConsumerVision.

FACTS

ConsumerVision can be selected by marketing segments like: Affluent Households, Computer Owners, Upscale Seniors and Grandparents, Hispanic Households, people interested in Investment and Finance; Mortgage-holders, and many more unique segments.

ConsumerVision can also be used to identify Foreclosure, Liens, Refinance, Construction Loans, Adjustable Interest Rate. Mortgage Term, Second Mortgage, Loan Type, Loan Date, New Homeowner Hotlines, just to name a few.

NEW CATEGORIES

Household & Individual

Automobile

Buying Behavior

Credit Behavior

Donor

Dwelling/Neighborhood

Ethnicity

General Interests

Health & Fitness

Home & Garden

Interests & Hobbies

Market Models

Outdoor Activities

Pets & Animal Interests

Technology

Travel

Wealth & Financial





CONSUMERVISION OVERVIEW

ConsumerVision takes advantage of being processed against CAS' in-house Change of Address and Postal Optimization products, which are run by its own proprietary CASS Certified Software. This database is updated monthly with ever growing demographic, household and individual counts.

In addition to standard selections covering Exact Age, Household Income and presence of children, CAS is proud to present a complementary behavioral information component that is a 60 million household subset compiled from hundreds of sources. Some of these sources include response surveys, magazine subscriptions, and interactive sources.

This segment will serve to complement our data enhancement and list rental services by introducing psychographic data that defines the lifestyle characteristics, behavior and product interests of individuals whose social roles, activities, hobbies and habits can be matched to a specific offer and provide insight into their purchasing potential.

DEMOGRAPHIC SOURCES

As you will see, we have recently added hundreds of new demographic selections to our ConsumerVision marketing database. These selections have been categorized based on their targeted demographic and lifestyle selection. Many of the demographic selections are compiled from proprietary sources. We've listed the source description before each demographic selection to help you better understand your marketing data.

BUYER

The BUYER source selection ensures your marketing message will be received by recipients who have demonstrated and/or self-reported through surveys and product registration cards that they are active purchasers of similar products and services for not only themselves but for their family and friends too.

CREDIT CARD

CAS's Credit card information is sourced from financial institutions, actual retail transactions, and self-reported through warranty card and survey responses. Potential examples of credit card types are:

- * **Standard Retail from J.C. Penney, Target**
- * **Standard Specialty from TJ Maxx, The Gap**
- * **Upscale Retail from Saks Fifth Avenue, Bloomingdales**
- * **Upscale Specialty from, The Bombay Company, IKEA**
- * **Bank Card from Visa, MasterCard**
- * **Oil/Gas from Shell, Amoco, Conoco**
- * **Finance from Household Finance Company (HFC)**
- * **Miscellaneous Cards**

MAGAZINE SUBSCRIBER

The MAGAZINE SUBSCRIBER source consists of highly responsive individuals who currently have magazine subscriptions. The selection is compiled from over 60 Million magazine subscribers. For example; "Magazine Subscriber - Fitness & Exercise", these individuals subscribe to a "health & fitness related" magazine. This selection is the perfect option for direct marketers seeking to target individuals who have interests through this preferred channel.

MULTI-BUYER

MULTI-BUYER individuals are identified as the highest scoring indices for having multiple interests and are most likely to respond "yes" to having an interest in three or more lifestyle and behavioral demographics.

ONLINE INTERESTS

The ONLINE INTERESTS selects are made up of people who have clicked on a link by interest categories from comparative shopper email campaigns. The link they chose to click on offers a wide variety of products and services for people who are researching brands, services, prices and reading reviews.





CONSUMERVISION OVERVIEW

PEER INTERESTS

PEER INTERESTS are life stage clusters developed by CAS's analytic team and applied to our US ConsumerVision database of 210 million individuals. They are modeled from hundreds of demographics, including actual transactional data, as well as self reported interest and behaviors from product registration cards and surveys.

The 36 Peer Group segments make it possible for marketers to target prospect households that not only share the same socioeconomic status, but who also act similar in their purchasing habits. Peer Group segmentation leads to improved prospect marketing effectiveness, and gives you a competitive edge in the marketplace.

PRODUCT REGISTRATION (*)

The PRODUCT REGISTRATION source is compiled using production registration information both online and offline. Based on thousands of product purchases, this selection allows you to target individuals with specific lifestyle interests and buying habits. *Due to the source compilation of this demographic, the *Product Registration elements do carry a higher Base Record / per thousand cost. *Product Registration elements are listed with an asterisk (*). Speak to a sales representative for pricing details.*

SUBSCRIBER (LOW, MEDIUM & HIGH)

The SUBSCRIBERS are an excellent choice when looking to expand your marketing audience. An aggregate propensity score of high, medium or low is derived from actual responses that include purchase history, and self-reported inquiries. Low scores are defined as an indication of interest from actual inquires. Medium and High scores represent actual product purchases and/or product/service inquiries. The difference between medium and high is the number of transactions or inquiries that have occurred.

GLOSSARY FOR DATA SOURCE

RFM: Targeted Consumers is the first multi-dimensional lifestyle database that identifies consumer interests using purchase data from a variety of transactional sources.

ConsumerVision (CV): a multi-sourced and data-enriched consumer information product of transaction and response-driven elements that are demographically selectable for any marketing communication program from list generation to customer database enhancement.

Lifestyle Survey Responder (LSR): primarily derived from two sources: responses to consumer surveys and product registration cards filled out voluntarily by consumers after they have completed a product purchase.

Mortgage Premium (MP): includes all of the demographic selects and data found in the original MortgageBase file. The additional sources provide a lift in homeowner records, additional property and loan selections, and increased accuracy from verifying records across two primary sources.





HOUSEHOLD & INDIVIDUAL

HOUSEHOLD

Targeting households and understanding specific household characteristics is used to effectively target consumers. With CAS' Household Characteristic file you get a better understanding of clear-cut traits of households.

Whether you are looking for gender specific, children of certain ages, median income, occupation, or any other type of demographics this file will lead you to the lists you need. With the Household Characteristic file it is possible to create an effective and targeted marketing campaign using distinct demographics.

SELECTIONS

- Children's Age & Gender
- Estimated Income
- Household Composition
- Household Type

- Marital Status
- Median Income
- Median Years in School
- Number of Children

- Occupation
- Occupation Type
- Oldest Age at Address
- Presence of Children

INDIVIDUAL

Get to know your exact target market with our Individual Selects file. Be choosy and get specific by being able to choose from elements including: date of birth, estimated age, exact age, gender, month of birth, and title. Whether you are having a sale to target a specific demographic or maybe you would like to send out offers to celebrate a birthday, targeting by individual selects will ensure a successful campaign.

Individual selects are sourced from CV. This database contains information from product transactions and response-driven elements. Nearly 110 million households and 220 million individuals are brought together to select items such as individual, household, and area level.

SELECTIONS

- Date of Birth
- Estimated Age
- Exact Age
- Gender
- Month of Birth
- Title

PRICING

Base Price: \$35.00 / M
 Includes Name, Address, City, St, Zip
 Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
 Selection Level 2: \$10.00 / M
 Selection Level 3: \$15.00 / M
 Selection Level 4: \$20.00 / M
 Selection Level 5: \$40.00 / M
 Minimum Order: \$200.00 Flat

****Volume Discounts Available**





AUTOMOTIVE

SELECTION, SOURCE & LEVEL

- Auto Parts - Peer Interests - 3
- Auto Repair - Peer Interests - 3
- Automobiles & Trucks - Buyer - 5
- Automotive Work - *Product Registration - 3
- Cars & Auto Racing - Buyer - 5
- Cars & Automobiles - Online Interests - 3
- Domestic New Autos - Peer Interests - 3
- General Automotive - Buyer - 5
- Luxury Auto - Peer Interests - 3
- Luxury Motorhome / RV - Peer Interests - 3
- Motorcycles & ATVs - Buyer - 5
- Motorcycling - *Product Registration - 3
- NASCAR - *Product Registration - 3
- New Autos - Peer Interests - 3
- New Import Autos - Peer Interests - 3
- RV / Motorhomes - *Product Registration - 3
- Used Cars & Automobiles - Peer Interests - 3

AUTOMOTIVE

No other automobile file uses as many sources nor do they have the technology to efficiently manage the data. We maintain and update our file on a monthly basis. Many other auto files claim to have more records, but their problem can be "historic" files that don't remove old records when cars are sold.

These other files will have people who owned cars years ago and have long since sold them, leaving you with old, outdated data. We maintain, update, and build our file "new" on a monthly basis, giving you a current "snap shot" of the owners now, and not years ago.

CAS' Automobile file has elements from RFM and CV databases. This file includes information based upon consumer transactions and pivotal file sources used for demographically selectable items at the individual, household and area level. The Automobile file is sourced from automobile dealerships, manufacturers, service centers, as well as requests for insurance, aftermarket products, and warranties.

Automobile mailing lists are perfectly suited for: extended warranty offers, financial services, insurance, new and used auto offers, auto clubs, aftermarket accessories, and much more.

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BUYING BEHAVIOR

SELECTION, SOURCE & LEVEL

- Accessories & Apparel - Buyer - 5
- Bargain Hunters - Buyer - 5
- Beauty Products - Buyer - 5
- Book Buyers - Magazine Subscriber - 5
- Books General - Buyer - 5
- Business Purchases - Buyer - 5
- Children's Apparel - Buyer - 5
- Children's Clothing - Peer Interests - 3
- Children's High End - Peer Interests - 3
- Continuity Buyer - Buyer - 5
- Coupons - Peer Interests - 3
- Discount Warehouse Club - Peer Interests - 3
- Dollars Spent Recently - Buyer - 5
- Fashion Clothing - *Product Registration - 3
- Fine Art & Antiques - *Product Registration - 3
- General - Mail Order Buyer - 4
- General - Mail Order Responder - 4
- General Apparel - Buyer - 5
- General Subscriber - Magazine Subscriber - 5
- Home Office Products - Buyer - 5
- Jewelry - Peer Interests - 3
- Magazine & Books - Buyer - 5
- Magazine Subscriber - Buyer - 5
- Magazine Subscriber - Peer Interests - 3
- Mail Order Buyer High - Subscriber - 5
- Mail Order Buyer Low - Subscriber - 5
- Mail Order Buyer Med - Subscriber - 5
- Mail Order Buyers - Magazine Subscriber - 5
- Mail Order Fashion High - Subscriber - 5
- Mail Order Fashion Low - Subscriber - 5
- Mail Order Fashion Med - Subscriber - 5

BUYING BEHAVIOR

Select the best prospects for your mailing from dozens of Buying Behavior and Interest selections including: Sport's, gardening, intellectual interests, hobbies, causes and more. These consumers have expressed their passions and interests by purchasing related products, making catalog purchases, magazine subscriptions or even personalizing their checks and stationary. These consumers don't simply say, "I like golf," they buy golf related products - making this the perfect file to target consumers by their true interests and buying behaviors.

Buying Behavior has elements from several databases including RFM, CV, MP and LSR. The Buying Behavior file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

- Men's Apparel General - Buyer - 5
- Men's Apparel High End - Buyer - 5
- Men's Clothing - Peer Interests - 3
- Money Making Opps - *Product Registration - 3
- Multi Publications - Magazine Subscriber - 5
- Name Brand Clothing - Peer Interests - 3
- Online Auctions - Online Interests - 3
- Online Catalog Buyer - Buyer - 5
- Online Purchasing - Buyer - 5
- Online Shopper - Peer Interests - 3
- Opportunity Seekers - Buyer - 5
- Personal Finances - Buyer - 5
- Personalized Items - Buyer - 5
- Shop By Catalog - *Product Registration - 3
- Shop By Internet - *Product Registration - 3
- Sweepstakes Buyer - Buyer - 5
- Total Dollars Spent - Buyer - 5
- Total Number Of Orders - Buyer - 5
- Total Order Buyer High - Subscriber - 5
- Total Order Buyer Low - Subscriber - 5
- Total Order Buyer Med - Subscriber - 5
- Video & DVD Buyer - *Product Registration - 3
- Women's Apparel - Buyer - 5
- Women's Clothing - Peer Interests - 3

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****Volume Discounts Available**





CREDIT BEHAVIOR

SELECTION, SOURCE & LEVEL

- Bank - Credit Card - 4
- Collectibility Credit Score - Collectibility
- Credit Score- 5
- Company Card - Credit Card - 4
- Credit Card User High - Subscriber - 5
- Credit Card User Low - Subscriber - 5
- Credit Card User Med - Subscriber - 5
- Credit Repair - Peer Interests - 3
- Debt Consolidation - Peer Interests - 3
- Debt Consolidation - Online Interests - 3
- Gas - Credit Card - 4
- High End - Credit Card - 4
- Home Equity Credit - Peer Interests - 3
- Income Producing Assets - Income
- Producing Assets- 5
- Miscellaneous - Credit Card - 4
- Paycheck Advance - Peer Interests - 3
- Retail - Credit Card - 4
- Revolving Bankcard Debt - Revolving
- Bankcard Debt- 5
- Specialty - Credit Card - 4
- Summarized Credit Score- 5
- Travel - Credit Card - 4
- Upscale Retail - Credit Card - 4
- Using Credit Card - Buyer - 5

CREDIT BEHAVIOR

The Credit Behavior file contains all things credit related, ranging from general to specific. This file is ideal when you are looking for consumers who would like to rebuild their credit or target specific type of credit card holders. You can also target specific types of credit card holders such as: company, bank, gas, high end and more. Also, identify borrowers with any type of credit.

For example narrow down borrowers with good to excellent credit that need cash for home improvements, debt consolidation or major purchases. Choose from a summarized credit range, new homeowner last 12 months, or presence of bank credit cards. Credit Behavior file also includes Summarized Credit Scores to help our clients target segments of the population at varying levels of credit worthiness.

Credit Behavior files are sourced from three databases: RFM, CV and MP. Credit Behavior file is compiled from purchase and transactional data, demographically selectable data (individual, household, and area levels), homeowner records, additional property and loan selections, deed, and courthouse transactions.

PRICING

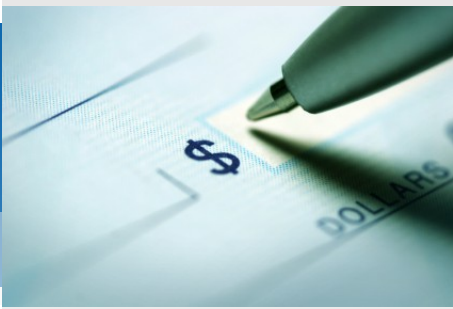
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DONOR

SELECTION, SOURCE & LEVEL

- Charitable Donor - Buyer - 5
- Charities General - *Product Registration - 3
- Community Donor - *Product Registration - 3
- Contributor / Donor High - Subscriber - 5
- Contributor / Donor Low - Subscriber - 5
- Contributor / Donor Med - Subscriber - 5
- Democratic Donor - *Product Registration - 3
- Donor General - Peer Interests - 3
- Environmental - *Product Registration - 3
- General - Mail Order Donor - 4
- Gift Giver - Buyer - 5
- Health Charities - *Product Registration - 3
- Nations Heritage - *Product Registration - 3
- Political Donor - *Product Registration - 3
- Political Donors - Peer Interests - 3
- Republican Donor - *Product Registration - 3
- Veteran Charities - *Product Registration - 3
- Volunteering - Peer Interests - 3
- Wildlife Donors - Peer Interests - 3

DONOR

The Donor file is a perfect source for targeting those who either have given or expressed interest in giving donations or gifts. Narrow your prospects through many types of donors such as charitable donor, gift giver, or mail order donor. That's not all, are you looking for those who participate in politics? The Donor File even includes Democratic or Republican contributors. No matter what type of donor you need for your next marketing campaign, this file has a wide variety of selects to choose from.

Donor Selects are sourced from four databases: RFM, CV, MP and LSR. It is compiled from purchase and transactional data, demographically selectable data (individual, household, and area levels), homeowner records, additional property and loan selections, deed and courthouse transactions.

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****Volume Discounts Available**





DWELLING & NEIGHBORHOOD

SELECTION, SOURCE & LEVEL

Address Type - 1

Dwelling Type - 1

Estimated Home Value - 1

Homeowner Type - 1

Latitude - 1

Length of Residence - 1

Longitude - 1

Median Home Value - 1

Property Type - 1

DWELLING & NEIGHBORHOOD

With our Dwelling and Neighborhood selects you can reach every potential customer in your target market area. We offer America's most complete national resident and business address lists in the marketplace today.

Target your prospects by what type of home they are living in or by neighborhood type. Gain more insights about your prospects using latitude, length of residence, median home value, and so much more. This list offers the perfect solution target prospects through home or neighborhood location.

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ETHNICITY

SELECTION, SOURCE & LEVEL

- African American - Buyer - 5
- Asian - Buyer - 5
- Country of Origin - Country of Origin- 3
- Ethnic Code- 1
- Hispanic - Buyer - 5
- Language Preference- 3
- Percent Black- 1
- Percent Hispanic - Percent Hispanic- 1
- Premium Ethnic Code- 3
- Religion- 3
- Spanish Cable - Peer Interests - 3
- Spanish Speaking - Magazine Subscriber - 5

ETHNICITY

As with any marketing campaign it is important to tailor your message to your target market. When it comes to marketing to ethnic groups this rules still applies. It is important to tailor your marketing message to appeal to the shared cultural norms, values, traditions, and beliefs of the group that you seek to reach. With the Ethnicity Selects file from CAS, you can ensure that your targeted message will reach the correct market. When it comes to Ethnic Marketing you have to adjust your marketing strategies to the values, beliefs, attitudes and practices of your target ethnic group (s). Competitors may use approaches similar to CAS' or they may use simple geo-coding systems, but their results are nowhere near as robust. Choose from buying behaviors, language preference, interests, and more.

Ethnicity selects are sourced from CV and RFM. CV database contains information from product transactions aAs with any marketing campaign it is important to tailor your message to your target market. When it comes to marketing to ethnic groups this rules still applies. It is important to tailor your marketing message to appeal to the shared cultural norms, values, traditions, and beliefs of the group that you seek to reach. With the Ethnicity Selects file from CAS, you can ensure that your targeted message will reach the correct market.

When it comes to Ethnic Marketing you have to adjust your marketing strategies to the values, beliefs, attitudes and practices of your target ethnic group(s). Competitors may use approaches similar to CAS' or they may use simple geo-coding systems, but their results are nowhere near as robust. Choose from buying behaviors, language preference, interests, and more.

Mailpiece / Script approval required.

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****Volume Discounts Available**





GENERAL INTERESTS

SELECTION, SOURCE & LEVEL

- Adult Dating Services - Online Interests - 3
- Adult Interests - Buyer - 5
- Alcohol Wine & Tobaccos - Peer Interests - 3
- Apparel & Fashion - Online Interests - 3
- Astrology - *Product Registration - 3
- Avid Book Reader High - Subscriber - 5
- Avid Book Reader Low - Subscriber - 5
- Avid Book Reader Med - Subscriber - 5
- Bible Reading - *Product Registration - 3
- Book Reading - *Product Registration - 3
- Books Devotional / Religious - Buyer - 5
- Books or Magazines High - Subscriber - 5
- Books or Magazines Low - Subscriber - 5
- Books or Magazines Med - Subscriber - 5
- Care For Elderly - *Product Registration - 3
- Career Oriented - *Product Registration - 3
- Casino Gambling - *Product Registration - 3
- College & Higher Ed - Online Interests - 3
- Current Events - Buyer - 5
- Gambling - Peer Interests - 3
- Gambling & Casinos - Buyer - 5
- Gaming - Peer Interests - 3
- Gay & Lesbian Interests - Buyer - 5

GENERAL INTERESTS

The General Interests file contains a wide variety of elements to create a target based upon varying interests. Some categories of general interests include: books or magazines, sweepstakes, gambling, current events, college and higher education, and so much more. This general interest file will be able to specifically target any consumer who has expressed interest or has bought anything related to the category.

For example, someone who is interested in Online Dating, at some point has expressed interest in the subject. You will be able to create a more targeted profile of who you would like to receive your marketing message. General Interests lists are perfectly suited for grabbing the attention of your audience through hobby and other types of interests.

- Grandchildren - *Product Registration - 3
- Holiday Activities High - Subscriber - 5
- Holiday Activities Low - Subscriber - 5
- Holiday Activities Med - Subscriber - 5
- Home Schooling - *Product Registration - 3
- Lottery - Peer Interests - 3
- Membership Clubs - Online Interests - 3
- Military Veteran - *Product Registration - 3
- Online Dating - Peer Interests - 3
- Opportunity Seeker - Online Interests - 3
- Politically Conservative - Buyer - 5
- Politically Liberal - Buyer - 5
- Religious Devotion - Peer Interests - 3
- Surveys & Sweepstakes - Online Interests - 3
- Sweepstakes - *Product Registration - 3
- Sweepstakes High - Subscriber - 5
- Sweepstakes Low - Subscriber - 5
- Sweepstakes Med - Subscriber - 5
- Tobacco Products - Buyer - 5
- Video Games - *Product Registration - 3
- Video Recording - *Product Registration - 3
- Wildlife & Environment - Buyer - 5

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HEALTH & FITNESS

SELECTION, SOURCE & LEVEL

- Active Families - Magazine Subscriber - 5
- Adult Health - Magazine Subscriber - 5
- Athletic Lifestyle - Multi Buyer - 3
- Baseball Products - Buyer - 5
- Basketball Products - Buyer - 5
- Beauty & Fashion - Magazine Subscriber - 5
- Bicycling - *Product Registration - 3
- Biking Products - Buyer - 5
- Bowling - Peer Interests - 3
- Children Health - Magazine Subscriber - 5
- Diabetic Supplies - Peer Interests - 3
- Diet Products - Peer Interests - 3
- Exercise Fitness - *Product Registration - 3
- Extreme Sports - *Product Registration - 3
- Fitness & Exercise - Magazine Subscriber - 5
- Fitness & Exercise Products - Buyer - 5
- Fitness High - Subscriber - 5
- Fitness Lifestyle - Multi Buyer - 3
- Fitness Low - Subscriber - 5
- Fitness Med - Subscriber - 5
- Football Products - Buyer - 5
- Golf - Peer Interests - 3
- Golf - *Product Registration - 3
- Golf Products - Buyer - 5
- Golfing High - Subscriber - 5
- Golfing Low - Subscriber - 5
- Golfing Med - Subscriber - 5
- Health & Beauty - Peer Interests - 3
- Health & Diet Products - Buyer - 5
- Health & Fitness - Online Interests - 3
- Health & Fitness High - Subscriber - 5
- Health & Fitness Low - Subscriber - 5
- Health & Fitness Med - Subscriber - 5
- Health Ailments - Magazine Subscriber - 5
- Health Care Products - Peer Interests - 3
- Health Foods - Buyer - 5
- Healthy Cooking High - Subscriber - 5
- Healthy Cooking Low - Subscriber - 5
- Healthy Cooking Med - Subscriber - 5
- Hockey Products - Buyer - 5
- Improving Health - *Product Registration - 3

HEALTH & FITNESS

Selects in the Health and Fitness can create any type of successful marketing campaign, whether it's targeting someone who is highly interested or could use some more information. Many variables are included in this file such as: weight loss, nutrition, sports, and mountain biking, just to name a few. Create a targeted marketing campaign based upon someone's interest in bowling, or even attract the attention of football enthusiasts. Whatever you are looking for in the realm of health and fitness we can help you find your target market.

Health and Fitness selects has elements from several databases including RFM, CV, MP and LSR. The Buying Behavior file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

- Low Fat Cooking - *Product Registration - 3
- Mountain Biking - *Product Registration - 3
- Natural Foods - *Product Registration - 3
- Non-Prescription Drugs - Peer Interests - 3
- Nutrition - Peer Interests - 3
- Nutrition or Diet - Magazine Subscriber - 5
- Physical Fitness - Peer Interests - 3
- Rollerblades - *Product Registration - 3
- Running / Jogging - *Product Registration - 3
- Running Products - Buyer - 5
- Self Improvement - *Product Registration - 3
- Skateboarding - *Product Registration - 3
- Ski & Snowboarding Products - Buyer - 5
- Snow Boarding - *Product Registration - 3
- Snow Skiing - Peer Interests - 3
- Snow Skiing - *Product Registration - 3
- Soccer Products - Buyer - 5
- Sport Participant - *Product Registration - 3
- Sporting Event - Peer Interests - 3
- Sporting Goods - Peer Interests - 3
- Sports & Recreational Products - Buyer - 5
- Sports General Products - Buyer - 5
- Sports High - Subscriber - 5
- Sports Low - Subscriber - 5
- Sports Med - Subscriber - 5
- Swimming Products - Buyer - 5

- Tennis - Peer Interests - 3
- Tennis - *Product Registration - 3
- Tennis Products - Buyer - 5
- Vitamins - Peer Interests - 3
- Walk For Health - *Product Registration - 3
- Weight Control - *Product Registration - 3
- Weight Loss - Online Interests - 3
- Weight Loss - Peer Interests - 3

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****Volume Discounts Available**





HOME & GARDEN

SELECTION, SOURCE & LEVEL

- Decorating - Magazine Subscriber - 5
- Decorating & Design High - Subscriber - 5
- Decorating & Design Low - Subscriber - 5
- Decorating & Design Med - Subscriber - 5
- Do It Yourself - Peer Interests - 3
- Do It Yourself High - Subscriber - 5
- Do It Yourself Lifestyle - Multi Buyer - 3
- Do It Yourself Low - Subscriber - 5
- Do It Yourself Med - Subscriber - 5
- Do it Yourself Products - Buyer - 5
- Garden & Landscaping High - Subscriber - 5
- Garden & Landscaping Low - Subscriber - 5
- Garden & Landscaping Med - Subscriber - 5
- Gardening - Magazine Subscriber - 5
- Gardening - Peer Interests - 3
- Gardening & Flowers - Buyer - 5
- Home Decorating - Buyer - 5
- Home Decorating - Peer Interests - 3
- Home Decorating - *Product Registration - 3
- Home Furnishing - Peer Interests - 3
- Home Improvement - Magazine Subscriber - 5
- Home Improvement - Online Interests - 3
- Home Improvement - Peer Interests - 3
- Home Improvement - *Product Registration - 3
- Home Living Products - Buyer - 5
- Home Remodeling - Peer Interests - 3
- Home Workshop - Peer Interests - 3
- Kitchen Gadgets - Peer Interests - 3
- Plants & Gardening - *Product Registration - 3
- Swimming Pool - *Product Registration - 3
- Tools - Peer Interests - 3
- Workshop Tools - *Product Registration - 3

HOME & GARDEN

Need to target that do-it-yourselfer or someone interested in gardening? The Home and Garden file can target those interested in anything related to home or garden. These are people who are interested, subscribe, or are looking for more information. Whether you are launching a campaign to inspire those to redecorate their home or want to show new tips and tricks on gardening, we have the data you need. With a large variety of selects you'll be able to create the exact target customer you are looking for.

Home and Garden selects has elements from several databases including RFM, CV, MP and LSR. The Buying Behavior file has sources such as transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

PRICING

Base Price: \$35.00 / M
 Includes Name, Address, City, St, Zip
 Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
 Selection Level 2: \$10.00 / M
 Selection Level 3: \$15.00 / M
 Selection Level 4: \$20.00 / M
 Selection Level 5: \$40.00 / M
 Minimum Order: \$200.00 Flat

****Volume Discounts Available**





INTERESTS & HOBBIES

SELECTION, SOURCE & LEVEL

Affordable Housing - Peer Interests - 3
 American History Products - Buyer - 5
 Antique Collector - *Product Registration - 3
 Antiques & Collectibles - Peer Interests - 3
 Arts - Peer Interests - 3
 Aviation Interest - Buyer - 5
 Books and Publications - Peer Interests - 3
 Books Fiction - Buyer - 5
 Books History - Buyer - 5
 Books Humor & Comics - Buyer - 5
 Books Inspirational - Buyer - 5
 Books Non-Fiction - Buyer - 5
 Books Science Fiction - Buyer - 5
 Bridal Services - Peer Interests - 3
 Cable Radio - Peer Interests - 3
 Cable TV - Peer Interests - 3
 Canning - Peer Interests - 3
 Catalog Mail Order - Peer Interests - 3
 Childrens Activities - Peer Interests - 3
 Christian Music - *Product Registration - 3
 Classical Music - *Product Registration - 3
 Coin Collector - *Product Registration - 3
 Collectibles - Buyer - 5
 Collectibles - *Product Registration - 3
 Collectibles Low, Med, High - Subscriber - 5
 Cooking - Magazine Subscriber - 5
 Cooking - Peer Interests - 3
 Cooking at Home - *Product Registration - 3
 Cooking Products - Buyer - 5
 Country Music - *Product Registration - 3
 Crafts - Magazine Subscriber - 5
 Crafts - Peer Interests - 3
 Crafts - *Product Registration - 3
 Crafts Crochet - Buyer - 5
 Crafts General - Buyer - 5
 Crafts Low, Med, High - Subscriber - 5
 Crafts Knitting - Buyer - 5
 Crafts Needlepoint - Buyer - 5
 Crafts Quilting - Buyer - 5
 Crafts Sewing - Buyer - 5
 Cultural Events - Peer Interests - 3
 Cultural Lifestyle - Multi Buyer - 3
 Cultural/Art Events - *Product Registration - 3
 Culture / Arts - Buyer - 5
 Domestic Lifestyle - Multi Buyer - 3
 Easy Listen Music - *Product Registration - 3
 Education - Peer Interests - 3
 Empty Nesters - Magazine Subscriber - 5
 Entertainment - Peer Interests - 3
 Funeral Planning - Peer Interests - 3
 Games / Video Games - Buyer - 5
 Good Life Lifestyle - Multi Buyer - 3
 Gospel Music - *Product Registration - 3

INTERESTS & HOBBIES

Grab the attention of your target market by understanding what they like to partake in during their leisure time. Whether it is someone who reads scientific novels or enjoys gourmet cooking, the Interest and Hobbies file can narrow down exactly what you are looking for. Test this file for gardening, hobby, leisure, decorating, subscriptions, travel, credit card, gifts, organic products and more. The ideal use for this list is gaining knowledge about what your target market is interested in and how it affects their buying decisions.

Interest and Hobbies Selects has elements from several databases including RFM, CV, MP and LSR. This file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

Gourmet Cooking - *Product Registration - 3
 Gourmet Cooking Low, Med, High - Subscriber - 5
 Gourmet Fine Foods - Magazine Subscriber - 5
 Gourmet Foods - Peer Interests - 3
 Gourmet Foods & Cooking - Buyer - 5
 Grandchild Gifts - Peer Interests - 3
 Green / Recycling - Peer Interests - 3
 Hobbies - Buyer - 5
 Inexpensive Dining - Peer Interests - 3
 Jazz Music - *Product Registration - 3
 Legal Services - Peer Interests - 3
 Marketing Magazines - Peer Interests - 3
 Military - Online Interests - 3
 Movies - Peer Interests - 3
 Music - Peer Interests - 3
 Music & Videos Low, Med, High - Subscriber - 5
 Music Interests - Buyer - 5
 Needlework & Knitting - *Product Registration - 3
 Needlework Low, Med, High - Subscriber - 5
 Online Video Rental - Peer Interests - 3
 Photography - Buyer - 5
 Photography - *Product Registration - 3
 Products for Children - Buyer - 5
 Products for College - Buyer - 5
 Products for Family - Buyer - 5
 Products for Seniors - Buyer - 5
 Products for Teens - Buyer - 5
 Products for Women - Buyer - 5
 Products Grandparents - Buyer - 5
 Quilting - *Product Registration - 3
 Quilting High - Subscriber - 5
 Quilting Low - Subscriber - 5
 Quilting Med - Subscriber - 5
 R&B Music - *Product Registration - 3
 Rap Music - *Product Registration - 3
 Real Estate Services - Peer Interests - 3
 Rent To Own - Peer Interests - 3

Rock Music - *Product Registration - 3
 Romance Novels - Peer Interests - 3
 Science - Buyer - 5
 Science Fiction - *Product Registration - 3
 Sewing - *Product Registration - 3
 Sewing & Knitting - Magazine Subscriber - 5
 Sewing & Needlecraft - Peer Interests - 3
 Sewing Low, Med, High - Subscriber - 5
 Social Services - Peer Interests - 3
 Stationery Products - Buyer - 5
 Theater Systems - Peer Interests - 3
 TV / Movies / Video - Buyer - 5
 Watch Sports - *Product Registration - 3
 Wines - *Product Registration - 3
 Woodworking - Magazine Subscriber - 5
 Woodworking - Peer Interests - 3
 Woodworking Low, Med, High - Subscriber - 5

PRICING

Base Price: \$35.00 / M
 Includes Name, Address, City, St, Zip
 Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
 Selection Level 2: \$10.00 / M
 Selection Level 3: \$15.00 / M
 Selection Level 4: \$20.00 / M
 Selection Level 5: \$40.00 / M
 Minimum Order: \$200.00 Flat

****Volume Discounts Available**





MARKET MODELS

SELECTION, SOURCE & LEVEL

Nielsen County Code- 3

Peer Groups - Peer Groups- 3

Super Niches - Super Niches- 5

MARKET MODELS

The CAS Market Models represent stages in life. By statistically weighting data like age, income and interests, we have divided our ConsumerVision database into distinct clusters. During our lifetime we all move through a number of "life stages". You might recognize yourself right out of college in one stage. You may see yourself in another today. And in yet another stage, you may see where you'd like to be at retirement.

With the various Niches or Peer Groups ranging from the young and wealthy "Already Affluent" to the least prosperous "Zero Mobility" group, these tools will give you a complete A to Z picture of your customers and prospects and make it easier to craft the kind of targeted communications that make people feel like you are talking to them individually.

It's the type of detailed knowledge you might get with custom research, but at a fraction of the cost. The power of the Super Niches and Peer Groups is that it clusters information at the household level, unlike geo-demographic systems that base information at the ZIP + 4 level. Our Market Models help you target your marketing message, choose premiums to fit your customers, and identify cross-sell opportunities.

PRICING

Base Price: \$35.00 / M
Includes Name, Address, City, St, Zip
Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
Selection Level 2: \$10.00 / M
Selection Level 3: \$15.00 / M
Selection Level 4: \$20.00 / M
Selection Level 5: \$40.00 / M
Minimum Order: \$200.00 Flat

****Volume Discounts Available**





OUTDOOR

SELECTION, SOURCE & LEVEL

- Boating & Sailing - *Product Registration - 3
- Boating & Sailing Products - Buyer - 5
- Camping - Peer Interests - 3
- Camping & Hiking - *Product Registration - 3
- Camping & Hiking Products - Buyer - 5
- Fishing - *Product Registration - 3
- Fishing Products - Buyer - 5
- Gardening - *Product Registration - 3
- Gardening Veggies - *Product Registration - 3
- Hunting - *Product Registration - 3
- Hunting or Fishing Products - Buyer - 5
- Hunting Products - Buyer - 5
- Outdoors High - Subscriber - 5
- Outdoors Lifestyle - Multi Buyer - 3
- Outdoors Low - Subscriber - 5
- Outdoors Med - Subscriber - 5
- Power Boating - *Product Registration - 3
- Rural Farming - Buyer - 5
- Sailing - *Product Registration - 3

OUTDOOR

Are camping, hiking, fishing, or boating any part of your target market's interests? If so, the Outdoors Activities file is perfect for your marketing campaign needs. It is not only limited to camping, hiking, fishing, or boating, but also includes almost every outdoor activity you might be looking for. These people have responded to either a survey or are a subscriber and have expressed interest of some sort in outdoor activities. Use this file to enhance your next marketing campaign to specifically grab the attention of those outdoorsy prospects.

Outdoor Activities Selects has elements from several databases including RFM, CV, MP and LSR. This file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

PRICING

Base Price: \$35.00 / M
Includes Name, Address, City, St, Zip
Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
Selection Level 2: \$10.00 / M
Selection Level 3: \$15.00 / M
Selection Level 4: \$20.00 / M
Selection Level 5: \$40.00 / M
Minimum Order: \$200.00 Flat

****Volume Discounts Available**





PETS & ANIMALS

SELECTION, SOURCE & LEVEL

- Birds & Pet Products - Buyer - 5
- Cats & Cat Products - Buyer - 5
- Cats High - Subscriber - 5
- Cats Low - Subscriber - 5
- Cats Med - Subscriber - 5
- Dogs & Dog Products - Buyer - 5
- Dogs High - Subscriber - 5
- Dogs Low - Subscriber - 5
- Dogs Med - Subscriber - 5
- Horseback Riding - *Product Registration - 3
- Horses & Related Products - Buyer - 5
- Own a Cat - *Product Registration - 3
- Own a Dog - *Product Registration - 3
- Pets & Pet Products - Peer Interests - 3
- Pets & Pet Products General - Buyer - 5

PETS & ANIMALS

As pets increasingly gain the love and attention of their owners, they also influence how their owners are purchasing pet-related products. Grab the attention of the owners by using the targeted Pets and Animals file from CAS.

Whether you want to find dog, cat, horse, or any other type of pet or animal lover, this file is all things animal and you will be able to find those whose buying decisions are influenced by their pets. Use this file for your next marketing promotion to increase exposure to those animal lovers.

Pets and Animals Interest selects have elements from several databases including RFM, CV, MP and LSR. This file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

PRICING

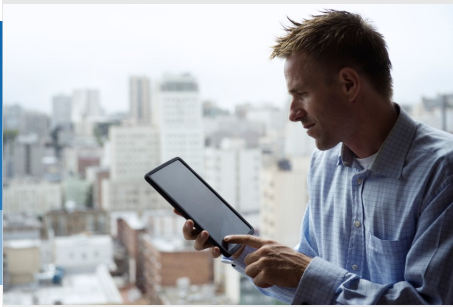
Base Price: \$35.00 / M
Includes Name, Address, City, St, Zip
Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
Selection Level 2: \$10.00 / M
Selection Level 3: \$15.00 / M
Selection Level 4: \$20.00 / M
Selection Level 5: \$40.00 / M
Minimum Order: \$200.00 Flat

****Volume Discounts Available**





TECHNOLOGY

SELECTION, SOURCE & LEVEL

- AT&T Service - *Product Registration - 3
- Cable Internet Services - Online Interests - 3
- Cable TV Viewing - *Product Registration - 3
- Cellular Phone - Peer Interests - 3
- Computer Products - Buyer - 5
- Computer Products - Magazine Sub- 5
- Computer Products - Online Interests - 3
- Computer Savvy - *Product Registration - 3
- Computers High - Subscriber - 5
- Computers Low - Subscriber - 5
- Computers Med - Subscriber - 5
- Electronic Products - Buyer - 5
- Electronics - Peer Interests - 3
- Electronics - *Product Registration - 3
- High Tech Electronics High - Subscriber - 5
- High Tech Electronics Low - Subscriber - 5
- High Tech Electronics Med - Subscriber - 5
- High Tech Products - Buyer - 5
- Home Audio - Peer Interests - 3
- Home Computing - Peer Interests - 3
- Home Electronics High - Subscriber - 5
- Home Electronics Low - Subscriber - 5
- Home Electronics Med - Subscriber - 5
- Internet Expert - *Product Registration - 3
- Internet Products - Buyer - 5
- Internet Service Providers - Buyer - 5
- Internet User - Internet User- 3
- iPod / MP3 Owner - *Product Registration - 3
- MCI Service - *Product Registration - 3
- New Technology - Peer Interests - 3
- New Technology - *Product Registration - 3
- Recorded Music - *Product Registration - 3
- Sprint Service - *Product Registration - 3
- Technology Lifestyle - Multi Buyer - 3
- Telephone Services - Online Interests - 3

TECHNOLOGY

As technology increasingly sneaks more and more into our everyday life, the Technology Selects from CAS can help target any type of technology user. This file provides a wide range of technology elements such as those who use or are interested in things such as: electronics, internet, cell phone, home audio and more. Whether you want to capture the attention of a techie or market towards someone who needs more information about technology this file can ensure a successful marketing campaign.

Technology selects have elements from several databases including RFM, CV, MP and LSR. This file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

PRICING

Base Price: \$35.00 / M
 Includes Name, Address, City, St, Zip
 Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
 Selection Level 2: \$10.00 / M
 Selection Level 3: \$15.00 / M
 Selection Level 4: \$20.00 / M
 Selection Level 5: \$40.00 / M
 Minimum Order: \$200.00 Flat

****Volume Discounts Available**





TRAVEL

SELECTION, SOURCE & LEVEL

- Cruise Ship Travel - *Product Registration - 3
- Cruise Vacations - Buyer - 5
- Foreign Travel - *Product Registration - 3
- Frequent Flyer - *Product Registration - 3
- Ocean Beaches Vacations - Buyer - 5
- Timeshares - Peer Interests - 3
- Travel - Magazine Subscriber - 5
- Travel - Online Interests - 3
- Travel Domestic - Peer Interests - 3
- Travel for Business - Peer Interests - 3
- Travel for Business - *Product Registration - 3
- Travel for Pleasure - *Product Registration - 3
- Travel General - Buyer - 5
- Travel High - Subscriber - 5
- Travel in USA - Buyer - 5
- Travel in USA - *Product Registration - 3
- Travel International - Peer Interests - 3
- Travel Low - Subscriber - 5
- Travel Med - Subscriber - 5
- Travel Recreational Vehicle - Buyer - 5

TRAVEL

For whatever type of travel enthusiast you would like to reach, use the Travel Selects file to find your perfect targeted prospect. From those attracted to oceans or beaches to timeshare interests, you can discover what your target market is looking for related to travel. Whether you would like to promote a pleasure vacation package or just travel in general, the Travel Selects file can create a targeted campaign to increase interest and exposure. Targeted prospects on this list have either inquired about travel products or have expressed interests through surveys or other means of marketing.

Travel selects have elements from several databases including RFM, CV, MP and LSR. This file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

PRICING

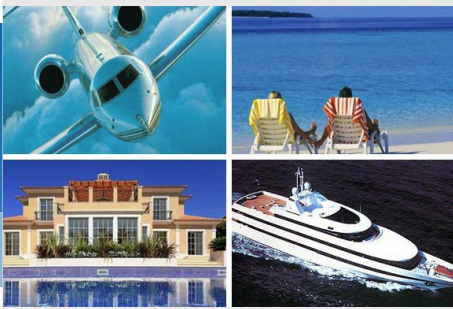
Base Price: \$35.00 / M
Includes Name, Address, City, St, Zip
Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
Selection Level 2: \$10.00 / M
Selection Level 3: \$15.00 / M
Selection Level 4: \$20.00 / M
Selection Level 5: \$40.00 / M
Minimum Order: \$200.00 Flat

****Volume Discounts Available**





WEALTH & FINANCIAL

SELECTION, SOURCE & LEVEL

- Blue Chip Lifestyle - Multi Buyer - 3
- Estate Planning - Peer Interests - 3
- Finance - Magazine Subscriber - 5
- Financial Services - Peer Interests - 3
- Insurance - Online Interests - 3
- Investor - Online Interests - 3
- Investors High - Subscriber - 5
- Investors Low - Subscriber - 5
- Investors Med - Subscriber - 5
- Mutual Funds - *Product Registration - 3
- Net Worth Indicator - Net Worth Indicator- 1
- Own Real Estate - *Product Registration - 3
- Stocks & Bonds - *Product Registration - 3
- Stocks and Bonds - Peer Interests - 3
- Vacation Home - *Product Registration - 3

WEALTH & FINANCIAL

Are you looking for potential customers interested in investing or any other type of financial services? The Wealth and Financials file has specifics such as: estate planning interests, insurance, investor, investments in bonds/stocks, and more. Use this file to enhance your next marketing campaign to accurately target users of any level interested in financial information.

Wealth and Financial selects have elements from several databases including CV, MP and LSR. This file has sources from transactional data, selectable items from individual, household, and area level, consumer surveys, product registration cards, deed transactions and Tax Roll files.

PRICING

Base Price: \$35.00 / M
 Includes Name, Address, City, St, Zip
 Phones: \$20.00 / M

DEMOGRAPHIC LEVELS

Selection Level 1: \$5.00 / M
 Selection Level 2: \$10.00 / M
 Selection Level 3: \$15.00 / M
 Selection Level 4: \$20.00 / M
 Selection Level 5: \$40.00 / M
 Minimum Order: \$200.00 Flat

****Volume Discounts Available**





CONSUMERVISION CATEGORY LEVELS

LEVEL 1

DWELLING/NEIGHBORHOOD

Address Type
Dwelling Type
Estimated Home Value
Homeowner Type
Latitude
Length of Residence
Longitude
Median Home Value
Property Type

ETHNICITY

Ethnic Code
Percent Black
Percent Hispanic

Median Years in School
Oldest Age at Address

INDIVIDUAL

Estimated Age
Gender
Title

HOUSEHOLD CHARACTERISTICS

Estimated Income
Household Composition
Household Type
Marital Status
Median Income

WEALTH & FINANCIAL

Net Worth Indicator

LEVEL 2

HOUSEHOLD CHARACTERISTICS

Child 0-2 Female
Child 0-2 Male
Child 0-2 Unknown Gender
Child 11-15 Female
Child 11-15 Male
Child 11-15 Unknown Gender
Child 16-17 Female

Child 16-17 Male
Child 16-17 Unknown Gender
Child 3-5 Female
Child 3-5 Male
Child 3-5 Unknown Gender
Child 6-10 Female
Child 6-10 Male
Child 6-10 Unknown Gender

Number of Children
Occupation Type
Presence of Children

INDIVIDUAL

Exact Age

LEVEL 3

AUTOMOBILE

Online Interests - Cars & Automobiles
*Product Registration - Automotive Work
*Product Registration - Motorcycling
*Product Registration - NASCAR
*Product Registration - RV / Motorhomes

BUYING BEHAVIOR

Online Interests - Online Auctions
*Product Registration - Fashion Clothing
*Product Registration - Fine Art & Antiques
*Product Registration - Money Making Opps
*Product Registration - Shop By Catalog
*Product Registration - Shop By Internet
*Product Registration - Video & DVD Buyer
Online Interests - Debt Consolidation Svc

DONOR

Peer Interests - Donor General
Peer Interests - Political Donors

Peer Interests - Volunteering
Peer Interests - Wildlife Donors
*Product Registration - Charities General
*Product Registration - Community Donor
*Product Registration - Democratic Donor
*Product Registration - Environmental
*Product Registration - Health Charities
*Product Registration - Nations Heritage
*Product Registration - Political Donor
*Product Registration - Republican Donor
*Product Registration - Veteran Charities

ETHNICITY

Country of Origin
Language Preference
Premium Ethnic Code
Religion

GENERAL INTERESTS

Online Interests - Adult Dating Services

Online Interests - Apparel & Fashion
Online Interests - College & Higher Education
Online Interests - Membership Clubs
Online Interests - Opportunity Seeker

GENERAL INTERESTS

Online Interests - Surveys & Sweepstakes
*Product Registration - Astrology
*Product Registration - Bible Reading
*Product Registration - Book Reading
*Product Registration - Care For Elderly
*Product Registration - Career Oriented
*Product Registration - Casino Gambling
*Product Registration - Grandchildren
*Product Registration - Home Schooling
*Product Registration - Military Veteran
*Product Registration - Sweepstakes
*Product Registration - Video Games
*Product Registration - Video Recording



CONSUMERVISION CATEGORY LEVELS

LEVEL 3 CONTINUED

HEALTH & FITNESS

- Multi-Buyer - Athletic Lifestyle
- Multi-Buyer - Fitness Lifestyle
- Online Interests - Health & Fitness
- Online Interests - Weight Loss
- *Product Registration - Bicycling
- *Product Registration - Exercise Fitness
- *Product Registration - Extreme Sports
- *Product Registration - Golf
- *Product Registration - Improving Health
- *Product Registration - Low Fat Cooking
- *Product Registration - Mountain Biking
- *Product Registration - Natural Foods
- *Product Registration - Rollerblades
- *Product Registration - Running / Jogging
- *Product Registration - Self Improvement
- *Product Registration - Skateboarding
- *Product Registration - Snow Boarding
- *Product Registration - Snow Skiing
- *Product Registration - Sport Participant
- *Product Registration - Tennis
- *Product Registration - Walk For Health
- *Product Registration - Weight Control

HOME & GARDEN

- Multi-Buyer - Do It Yourself Lifestyle
- Online Interests - Home Improvement
- *Product Registration - Home Decorating
- *Product Registration - Home Improvement
- *Product Registration - Plants & Gardening
- *Product Registration - Swimming Pool
- *Product Registration - Workshop Tools

HOUSEHOLD CHARACTERISTICS

Occupation

INDIVIDUAL

Date of Birth
Month of Birth

INTERESTS & HOBBIES

Multi-Buyer - Cultural Lifestyle
Multi-Buyer - Domestic Lifestyle

- Multi-Buyer - Good Life Lifestyle
- Online Interests - Military
- *Product Registration - Antique Collector
- *Product Registration - Christian Music
- *Product Registration - Classical Music
- *Product Registration - Coin Collector
- *Product Registration - Collectibles
- *Product Registration - Cooking at Home
- *Product Registration - Country Music
- *Product Registration - Crafts
- *Product Registration - Cultural/Art Events
- *Product Registration - Easy Listen Music
- *Product Registration - Gospel Music
- *Product Registration - Gourmet Cooking
- *Product Registration - Jazz Music
- *Product Registration - Needlework & Knitting
- *Product Registration - Photography
- *Product Registration - Quilting
- *Product Registration - R&B Music
- *Product Registration - Rap Music
- *Product Registration - Rock Music
- *Product Registration - Science Fiction
- *Product Registration - Sewing
- *Product Registration - Watch Sports
- *Product Registration - Wines

MARKET MODELS

Nielsen County Code
Peer Groups

OUTDOOR ACTIVITIES

- Multi-Buyer - Outdoors Lifestyle
- Peer Interests - Camping
- *Product Registration - Boating & Sailing
- *Product Registration - Camping & Hiking
- *Product Registration - Fishing
- *Product Registration - Gardening
- *Product Registration - Gardening Veggies
- *Product Registration - Hunting
- *Product Registration - Power Boating
- *Product Registration - Sailing

PETS & ANIMAL INTERESTS

- *Product Registration - Horseback Riding
- *Product Registration - Own a Cat
- *Product Registration - Own a Dog

TECHNOLOGY

- Internet User
- Multi-Buyer - Technology Lifestyle
- Online Interests - Cable Internet Services
- Online Interests - Computer Products
- Online Interests - Telephone Services
- *Product Registration - AT&T Service
- *Product Registration - Cable TV Viewing
- *Product Registration - Computer Savvy
- *Product Registration - Electronics
- *Product Registration - Internet Expert
- *Product Registration - iPod / MP3 Owner
- *Product Registration - MCI Service
- *Product Registration - New Technology
- *Product Registration - Recorded Music
- *Product Registration - Sprint Service

TRAVEL

- Online Interests - Travel
- *Product Registration - Cruise Ship Travel
- *Product Registration - Foreign Travel
- *Product Registration - Frequent Flyer
- *Product Registration - Travel for Business
- *Product Registration - Travel for Pleasure
- *Product Registration - Travel in USA

WEALTH & FINANCIAL

- Multi-Buyer - Blue Chip Lifestyle
- Online Interests - Insurance
- Online Interests - Investor
- *Product Registration - Mutual Funds
- *Product Registration - Own Real Estate
- *Product Registration - Stocks & Bonds
- *Product Registration - Vacation Home



CONSUMERVISION CATEGORY LEVELS

LEVEL 4

CREDIT BEHAVIOR

Credit Card - Bank
Credit Card - Company Card
Credit Card - Gas
Credit Card - High End
Credit Card - Miscellaneous

Credit Card - Retail
Credit Card - Specialty
Credit Card - Travel
Credit Card - Upscale Retail

BUYING BEHAVIOR

Mail Order Buyer - General
Mail Order Responder - General

DONOR

Mail Order Donor - General

LEVEL 5

AUTOMOBILE

Buyer - Automobiles & Trucks
Buyer - Cars & Auto Racing
Buyer - General Automotive
Buyer - Motorcycles & ATVs

BUYING BEHAVIOR

Buyer - Accessories & Apparel
Buyer - Bargain Hunters
Buyer - Beauty Products
Buyer - Books General
Buyer - Business Purchases
Buyer - Childrens Apparel
Buyer - Continuity Buyer
Buyer - Dollars Spent Recently
Buyer - General Apparel
Buyer - Home Office Products
Buyer - Magazine & Books
Buyer - Magazine Subscriber
Buyer - Mens Apparel General
Buyer - Mens Apparel High End
Buyer - Online Catalog Buyer
Buyer - Online Purchasing
Buyer - Opportunity Seekers
Buyer - Personal Finances
Buyer - Personalized Items
Buyer - Sweepstakes Buyer
Buyer - Total Dollars Spent
Buyer - Total Number Of Orders
Buyer - Women's Apparel
Buyer - Women's Fashion
Magazine Subscriber - Book Buyers
Magazine Subscriber - General Subscriber
Magazine Subscriber - Mail Order Buyers
Magazine Subscriber - Multiple Publications
Subscriber - Mail Order Buyer L,M,H
Subscriber - Mail Order Fashion L,M,H
Subscriber - Total Order Buyer L,M,H

CREDIT BEHAVIOR

Buyer - Using Credit Card
Collectibility Credit Score
Income Producing Assets
Revolving Bankcard Debt
Subscriber - Credit Card User L,M,H
Summarized Credit Score

DONOR

Buyer - Charitable Donor
Buyer - Gift Giver
Subscriber - Contributor / Donor L,M,H

ETHNICITY

Buyer - African American
Buyer - Asian
Buyer - Hispanic
Magazine Subscriber - Spanish Speaking

GENERAL INTERESTS

Buyer - Adult Interests
Buyer - Books Devotional / Religious
Buyer - Current Events
Buyer - Gambling & Casinos
Buyer - Gay & Lesbian Interests
Buyer - Politically Conservative
Buyer - Politically Liberal
Buyer - Tobacco Products
Buyer - Wildlife & Environment
Subscriber - Avid Book Reader L,M,H
Subscriber - Books or Magazines L,M,H
Subscriber - Holiday Activities L,M,H
Subscriber - Sweepstakes L,M,H

HEALTH & FITNESS

Buyer - Baseball Products
Buyer - Basketball Products
Buyer - Biking Products

Buyer - Fitness & Exercise Products
Buyer - Football Products
Buyer - Golf Products
Buyer - Health & Diet Products
Buyer - HealthFoods
Buyer - Hockey Products
Buyer - Running Products
Buyer - Ski & Snowboarding Products
Buyer - Soccer Products
Buyer - Sports & Recreational Products
Buyer - Sports General Products
Buyer - Swimming Products
Buyer - Tennis Products
Magazine Subscriber - Active Families
Magazine Subscriber - Adult Health
Magazine Subscriber - Beauty & Fashion
Magazine Subscriber - Children Health
Magazine Subscriber - Fitness & Exercise
Magazine Subscriber - Health Ailments
Magazine Subscriber - Nutrition or Diet
Subscriber - Fitness L,M,H
Subscriber - Golfing L,M,H
Subscriber - Health & Fitness L,M,H
Subscriber - Healthy Cooking L,M,H
Subscriber - Sports L,M,H

HOME & GARDEN

Buyer - Do it Yourself Products
Buyer - Gardening & Flowers
Buyer - Home Decorating
Buyer - Home Living Products
Magazine Subscriber - Decorating
Magazine Subscriber - Gardening
Magazine Subscriber - Home Improvement
Subscriber - Decorating & Design L,M,H
Subscriber - Do It Yourself L,M,H
Subscriber - Garden & Landscaping L,M,H



LEVEL 5 CONTINUED

INTERESTS & HOBBIES

Buyer - American History Products
Buyer - Aviation Interest
Buyer - Books Fiction
Buyer - Books History
Buyer - Books Humor & Comics
Buyer - Books Inspirational
Buyer - Books Non-Fiction
Buyer - Books Science Fiction
Buyer - Collectibles
Buyer - Cooking Products
Buyer - Crafts - Crochet
Buyer - Crafts - General
Buyer - Crafts - Knitting
Buyer - Crafts - Needlepoint
Buyer - Crafts - Quilting
Buyer - Crafts - Sewing
Buyer - Culture / Arts
Buyer - Games / Video Games
Buyer - Gourmet Foods & Cooking
Buyer - Hobbies
Buyer - Music Interests
Buyer - Photography
Buyer - Products for Children
Buyer - Products for College
Buyer - Products for Family
Buyer - Products for Seniors
Buyer - Products for Teens
Buyer - Products for Women
Buyer - Products Grandparents
Buyer - Science
Buyer - Stationery Products
Buyer - TV / Movies / Video
Magazine Subscriber - Cooking
Magazine Subscriber - Crafts
Magazine Subscriber - Empty Nesters

Magazine Subscriber - Gourmet Foods
Magazine Subscriber - Sewing & Knitting
Magazine Subscriber - Woodworking
Subscriber - Collectibles L,M,H
Subscriber - Crafts L,M,H
Subscriber - Gourmet Cooking L,M,H
Subscriber - Music & Videos L,M,H
Subscriber - Needlework L,M,H
Subscriber - Quilting L,M,H
Subscriber - Sewing L,M,H
Subscriber - Woodworking L,M,H

MARKET MODELS

Super Niches

OUTDOOR ACTIVITIES

Buyer - Boating & Sailing Products
Buyer - Camping & Hiking Products
Buyer - Fishing Products
Buyer - Hunting or Fishing Products
Buyer - Hunting Products
Buyer - Rural Farming
Subscriber - Outdoors L,M,H

PETS & ANIMAL INTERESTS

Buyer - Birds & Pet Products
Buyer - Cats & Cat Products
Buyer - Dogs & Dog Products
Buyer - Horses & Related Products
Buyer - Pets & Pet Products General
Subscriber - Cats L,M,H
Subscriber - Dogs L,M,H

TECHNOLOGY

Buyer - Computer Products
Buyer - Electronic Products

Buyer - High Tech Products
Buyer - Internet Products
Buyer - Internet Service Providers
Magazine Subscriber - Computer Products
Subscriber - Computers L,M,H
Subscriber - High Tech Electronics L,M,H
Subscriber - Home Electronics L,M,H

TRAVEL

Buyer - Cruise Vacations
Buyer - Ocean Beaches Vacations
Buyer - Travel - General
Buyer - Travel - Recreational Vehicle
Buyer - Travel in USA
Magazine Subscriber - Travel
Subscriber - Travel L,M,H

WEALTH & FINANCIAL

Magazine Subscriber - Finance
Subscriber - Investors L,M,H