

High-Tech Electronic Buyers Network

Description

These high-tech households have purchased electronics and most have completed the warranty card information registering their product. Offering data elements such as type of hi-tech electronics present in the household, musical interests or internet user information, this list is a great source for affinity cards, catalogs, electronic offers direct to consumer and more. Mail order product selections include: computer hardware, computer software, audio/visual products, home video games, pre-recorded videos, tapes/cds, cell phones/pagers, photography.

*Prices subject to change without notice
 **Prepayment for first-time users

List Selections

6,500,000	Hi-Tech Households
2,400,000	Computer Hardware
3,200,000	Computer Software
600,000	A/V Products
260,000	Home Video Games
2,800,000	Tapes/CD's
1,800,000	Cell Phones/Pagers

Names Thru: 01/31/06
 Next Update: 06/15/06

List Usage

Circuit City
 Earthlink
 Office Depot

Pricing & Selections

Base	\$70.00/M
Recency	\$12.00/M
Age, Gender, Income	\$7.00/M
Mail Order Buyers	\$7.00/M
Bank Card Holders	\$7.00/M
Product Selection	\$7.00/M
Presence of Child/Age	\$12.00/M
State, SCF, Zip	\$7.00/M
Cartridge	\$35.00/F
Email	\$75.00/F
CD Rom	\$50.00/F
PS Labels	\$8.00/M
Running Charges	\$10.00/M
Key Coding	\$3.00/M

Contact

FOR COUNTS AND ORDERS:

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