



NEW Specialty Mailing Lists :: July 2008

- ▶ **Back to School Buyers** – Children need lined paper, notebooks and other supplies to prepare for the new school year. Today schools start at different dates, be prepared to reach this group of parents that will spend money on their children's educational needs.
- ▶ **Auto Ownership Information** – We now have access to self reported data that has the *vehicle's make, model and year*, with *age, income, and homeownership data* also available. This is the fastest lane to get the information you need to best target your auto promotions.
- ▶ **Household with Children** - Many parents spend money during the school season on tutoring and training to help their children get ahead in school.
- ▶ **Frequent Shoppers & Spenders** – You think this group cannot keep spending; they always seem to find a way to help the economy by purchasing products and services. Reach this unique group that has a psychographic bent on spending money.
- ▶ **Theatre Patrons** – Reach these people who still enjoy a good night out at the theater with a special dinner before the show. They have *highly selective taste* and enjoy the finer entertainment and things in life.
- ▶ **Resident Plus** – *Ouch! The cost of postage* is now a major issue. *Personalize mail so it's opened immediately.* For this goal, we offer **Resident Plus**. This is the USPS CDS Resident file with the Equifax named data overlaid. You get the Walk Sequence postage rates, and 70% of the file comes with a name. We aim to please and give you the best data available.
- ▶ **Seniors by Birth Month and Year** – You can gear your mailings to when your targets turn 65, that big date in their lives. This would be great for insurance, social services, prescriptions, long-term care living facilities. *The opportunities to "boom" with the Boomers are endless.*

Please call for more information:

1.888.772.6947

We look forward to hearing from you!