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A Mailing List of African American Internet Buyers Masterfile

African American Individuals that shop and purchase a wide variety of products via online shopping

DESCRIPTION

The Marigold African American Internet Shoppers Masterfile provides an ideal demographic for targeting hard to reach African American consumers throughout the United States that have purchased various products via the internet. These products include apparel, electronics, home decor and furnishings, housekeeping and kitchen products and more. These responsive individuals recognize the financial benefits and convenience of shopping from their own home. Inquire about additional selection capabilities to better identify your ideal target market. Tap into this extremely targeted market of online consumers today

SEGMENTS

344,389	3 Month Recency	\$10/M
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SELECTS

Credit Card Buyers	\$5/M
Dollar Select	\$5/M
Ethnicity	\$5/M
SCF	\$5/M
State	\$5/M
Zip	\$5/M

LIST INFO

Total Count: 1,331,007
Base Price: \$150/M
Source: Compiled lists
Geography: USA
Min. Purchase: \$500.00
Market: Consumer

LIST TYPES AVAILABLE

Postal
Phone

LIST MAINTENANCE

New to Market 12/17/2005
Update Freq. Monthly

DELIVERY OPTIONS

Email Delivery \$50

ADDRESSING OPTIONS

Text/Excel \$0/
Mailing Labels \$10/

CONTACT NAME	ROLE	EMAIL	PHONE	FAX
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Are you interested in marketing to a specific subset, demographic, or geographic area of this list? Request a count for the segment you are looking for by calling us at (212) 696-5000.