

CreditBoard Business Owners

372,441	12 Month Owners/Entrepreneurs	\$110/M
96,009	Quarterly Hotline	\$120/M
31,325	March 2012 Hotline	\$120/M

Successful Small to Mid size entrepreneurs looking to expand and grow their company. They have applied for lines of credit and indicated through several sources their intention to grow their business. These owners keep investing back into their business to keep it growing and successful.

This group of affluent, educated and goal-oriented individuals has been in business over 2 years, and represent an ideal audience for many offers. They are eager to find new ideas to run their business more efficiently, and open to opportunities that will create bigger profits. These direct mail responsive entrepreneurs are great targets for credit card offers and business-related products and services. Their credit is impeccable; many have "Gold" level credit cards, thus giving them leverage "shop" for the most attractive offer.

This confident and driven group of individuals has what it takes to succeed. They need computer software and supplies, office equipment and many other products to run their company.

Survey and Telemarketing data reveal the following:

- 65% travel 4+ times per year for business
- 76% use PCs; 15% Mac users
- 84% subscribe to one or more business publication
- 72% are between age 30 to 60
- 65% Male, 35% Female

Who Should Use This List:

This is an ideal target audience a variety of offers such as: credit cards, financial, investment and insurance offers, computer and software products, business and related publications, travel, upscale, high-tech, fundraising, continuing education, and many more.

List information contact:

Suzanne L. Jolley

E-Mail: Suzanne@AffinityMarketingLists.com

Tel: (913) 390-0330 · Fax: (913) 393-1190

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Names thru March 2012

Selects:

Gender	\$5/M
Income	\$5/M
Annual Sales	\$5/M
Age	\$5/M
Travel frequency	\$5/M
Telephones	\$20/M
State/SCF/Zip	\$5/M
Run Charges	\$10/M
Diskette/E-Mail/Tape	\$30/flat

Source:

Direct Mail responses

Unit of Sale:

\$29.00 - \$69.00

5,000 name minimum. Sample mailing piece required. Rentals are for one-time use only; re-use must be submitted prior to mailing. 20% broker commission.



12844 Noland Street · Overland Park, KS 66213
Tel (913) 390-0330 · Fax (913) 393-1190
www.AffinityMarketingLists.com