

# Impulse Credit Card Buyers

435,904 12 Month Buyers \$70/M  
117,996 Quarterly Hotline \$80/M  
40,602 March 2012 Hotline \$80/M

**Updated:** April 12, 2012

**Names thru:** March 2012

Impulse buyers! Reach 100% credit card mail order buyers who have made a variety of purchases using their credit card. These buyers are ideal for a number of credit card and mail order offers.

This file consists of 88% females with an average age of 44; upscale household income of \$71,000+ yet higher income is selectable.

These buyers are high ticket spenders with an average unit of sale per order of \$83.00.

**Source:**

Direct Mail

**Selects:**

Age \$5/M  
Gender \$5/M  
Income \$5/M  
State/SCF/Zip \$5/M  
Telephones \$20/M  
Run charges \$10/M

**Addressing:**

Mag Tape \$30/L  
Diskette \$30/L  
E-Mail \$30/L  
P/S Labels \$10/M

**Unit of Sale:**

\$19.00 - \$425.00

***Who should use this list:***

All consumer direct mail offers, credit card and insurance offers, publications, upscale offers, software, self improvement books and publications, travel, office products, financial and investment offers.

5,000 name order minimum .

Sample mailing piece required. Rentals are for one-time use only; re-use must be submitted prior to mailing.

20% commission to recognized brokers.

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