

# Trend Scape Women Executives at Work

295,788	12 Month Executives	\$95/M
82,337	Quarterly Hotline	\$105/M
27,149	March 2012 Hotline	\$105/M

**Updated: April 12, 2012**

**Names thru: March 2012**

Reach this direct mail responsive group of successful women business execs at work. They have responded to various credit card and direct mail offers and have used their business address for product delivery and point of contact. Many of these women are business owners that have purchased office supplies, inventory, financial and business publication subscriptions, computer supplies and software, corporate gift, travel offers, seminars and other products for their company via direct mail.

**Selects:**

Income	\$5/M
Owners only	\$5/M
Age	\$5/M
Credit Card sold	\$5/M
Unit of sale \$50.00+	\$5/M

This group of independent and goal-oriented affluent women represents an ideal audience for a myriad of offers. They are busy with their careers and businesses, and rely on the convenience of direct mail for many purchasing choices. Since most direct mail purchases are made through a credit card, these women are also looking for the most competitive credit card offer.

**Output:**

E-Mail, FTP, Tape,	
Diskette	\$30/L

These direct mail responsive executives are great targets for credit card offers and business-related products and services. Their credit is excellent; many have Premium credit cards, thus giving them leverage "shop" for the most attractive offer.

**Source:**

Direct Mail responses

**Survey and Telemarketing data reveal the following:**

- 100% use 2 or more major credit cards for business expenses
- 72% travel 4+ times per year for business
- 94% use IBM-compatible computers
- 77% receive one or more business publication at work
- 63% are Owners of the business

**Unit of Sale:**

\$29.00 - \$499.00

**Who Should Use This List:**

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

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