

MYCART.NET ONLINE BUYERS

504,111	12 MONTH EMAIL ADDRESSES	\$150.00/M
357,742	12 MONTH POSTAL ADDRESSES	\$75.00/M
	6 MONTH HOTLINE	ADD \$10.00/M
	3 MONTH HOTLINE	ADD \$15.00/M
	1 MONTH HOTLINE	ADD \$20.00/M

THESE BUYERS ARE PURCHASING A WIDE VARIETY OF PRODUCTS FROM ONLINE RETAILERS. WITH AN AVERAGE AGE OF 45 AND AN AVERAGE INCOME OF \$75,000, THESE COMPUTER SAVVY CONSUMERS ARE TAKING ADVANTAGE OF THE CONVENIENCE OF SHOPPING ONLINE.

GENDER NOT
SELECTABLE

ADDRESSING:
SEE SELECTIONS

THEY PURCHASE ITEMS FOR HEALTH AND FITNESS, BEAUTY AND FASHION, HOME DECOR, DO-IT-YOURSELF PROJECTS, ANIMAL AND PET NEEDS, BOOKS, COLLECTIBLES, HOBBIES, CRAFTS AND MUCH MORE.

KEYING: 5.00/M

MINIMUM ORDER:
5,000

THE FOLLOWING PURCHASE CATEGORIES ARE AVAILABLE, AT AN ADDITIONAL \$10/M:

POSTAL	EMAIL	CATEGORY
5,998	18,614	FOOD
6,703	19,984	DONORS
5,904	16,831	TRAVEL
13,840	39,605	APPAREL
4,413	13,897	SELF HELP
5,142	15,938	REAL ESTATE
6,107	19,868	AUTOMOTIVE
7,981	23,476	PET SUPPLIES
6,692	20,047	ART & MUSIC
15,006	46,734	MUNICIPALITIES
7,986	24,431	BEAUTY SUPPLIES
5,608	16,969	RELIGIOUS GOODS
15,781	47,151	HEALTH & BEAUTY
6,284	18,609	HOME IMPROVEMENT
6,577	20,223	SPORTS & FITNESS
7,408	22,861	NASCAR ENTHUSIAST
6,563	19,908	COMPUTERS/SOFTWARE
12,673	38,541	MAGAZINE SUBSCRIBERS
5,576	17,242	MEDICAL SUPPLIES & SERVICES

SAMPLE REQUIRED

UPDATED MONTHLY

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS. ALL ORDERS CANCELLED AFTER THE MAILDATE OR MERGE ARE REQUIRED TO BE PAID IN FULL. ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: ONLINE BUYERS

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
AGE OR INCOME	\$10.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: Scott@midwestdm.com