

NEW LIST

CONSUMER SURVEY DATABASE

1720-7

122 Million Consumers
36 Million Email Addresses
18 Million Digital Advertising Available - Inquire

Here's a huge database of self-reported behavioral and lifestyle information.

These individuals have responded to detailed consumer surveys, which have yielded a wealth of detailed information on purchase behaviors and intentions, lifestyles, hobbies, interests and demographics.

Select by lifestyle, demographic and geography.

NCOA processed quarterly. Telephones are available (\$25/M)

Zip+4 appended

Minimum test - 3,000 names

Mail Order Buyers: (samples) (add \$10/M)

Table with 4 columns: Category, Count, Category, Count. Includes Apparel or Clothing, Books, Children's Products, Cosmetics, Food Products, Home Furnishings, Video's/DVD's.

Hobbies & Interests: (samples) (add \$10/M)

Table with 2 columns: Category, Count. Includes Car Repair, Cooking-Gourmet, Cooking-Low Fat, Cooking-Other, Crafts, Home Improvement/Repair, Knitting/Needlework/Sewing, Self-Improvement, Sweepstakes/Lotteries, Theater or Performing Arts, Wine Appreciation, Woodworking.

Travel: (add \$10/M)

Table with 2 columns: Category, Count. Includes Cruises, Time Share, Family Vacations, Domestic, International.

Collectors: (add \$10/M)

Table with 2 columns: Category, Count. Includes Antiques, Art, Coins, Sports Memorabilia, Stamps, Other.

Sample Mailing Piece Required

www.dunhills.com

077

Over 75 Years in the Mailing List Business

OVER >

All lists are rented for one time use and may not be reproduced or reused without prior written permission.

\$90/M one time use
\$180/M unlimited use
Add
\$100/M email addresses (\$500.00 Minimum)

Material

E-mail/FTP \$65/F
P/S Labels \$30/M

Broadcasting Service:

\$50/M Deployment
\$375.00 minimum
\$150.00 set up fee
\$100.00 Suppression
Creative Design - Inquire

Selection:

Demographics \$10/M
Lifestyle \$10/M
State/SCF/Zip \$5/M
Telephones \$25/M

Commission

20% to recognized brokers

Cancellation Policy

All orders cancelled before the mail date will incur a \$50 flat cancellation fee, along with \$10/M running charges plus shipping. Full charges will apply to all orders cancelled after mail date.

48-hour delivery add \$100.00

M=per thousand names
F=flat rate



Prices Subject to Change

MAJOR CREDIT CARDS ACCEPTED

Your Source for Effective Mailing and Telemarketing Lists Since 1938... Your Source Today



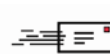
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By Internet
www.dunhills.com
dunhill@dunhills.com



By Fax
(561) 998-7880



By Mail
6400 Congress Ave, Ste 1750
Boca Raton, FL 33487-2898



By Phone
(561) 998-7800
M-F 9:00am-6:00pm

CONSUMER SURVEY DATABASE

122 million names

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Sports Enthusiasts: (add \$10/M)

Baseball	14,182,446	Golf	17,926,092
Basketball	13,033,387	Hockey	5,038,120
Camping or Hiking	19,884,084	Hunting	20,451,606
Fishing	22,407,864	NASCAR	11,465,375
Fitness or Exercise	30,260,649	Running	7,460,262
Football	18,969,774	Walking	22,893,526

Music Buffs: (add \$10/M)

Avid Listener	40,582,236
Home System	23,504,693
Collector	4,408,826

Pet Owners: (add \$10/M)

Cat/Kitten Owners	18,680,185
Dog/Puppy Owners	26,624,107

Reading Preferences- (add \$10/M)

Audio	2,667,525	General	75,114,172
Best-Sellers	12,245,781	Magazines	77,640,245
Bible or Devotional	15,272,848	Science Fiction	4,984,028
Financial Newsletters	10,729,164		

Computer Equipment: (add \$10/M)

Home Computer	73,800,951
Cable Internet	9,776,946
DSL Internet	15,596,493

Other: (add \$15/M)

Yacht/Boat Owners	2,565,104
Pilot	564,887
Aircraft Owner	261,216

Donors: (add \$15/M)

Social Causes	33,552,306
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Vehicle Ownership: (add \$10/M)

By Make, Model & Year - Inquire

Truck	24,096,874
Motorcycle	5,397,640

Adult Ages: (add \$10/M)

18-23 Years	1,626,023
24-43 Years	32,230,387
44-59 Years	38,190,370
60-69 Years	14,992,139
70 Years or over	15,924,711

Children's Ages: (add \$10/M)

0-24 Months	7,396,804
2-4 Years	6,199,997
5-10 Years	10,162,411
11-17 Years	16,909,678

Length of Residency: (add \$10/M)

Less than 12 months	2,796,059
1 to 10 years	43,854,914
More than 10 years	43,854,914

Number of People in Household: (add \$10/M)

1	31,824,884
2	32,645,841
3	25,480,698
4 or more	31,012,526

Marital Status: (add \$10/M)

Married	57,977,993
Single	41,594,194

Gender: (add \$5/M)

Male	60,399,413
Female	43,566,129

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122 million names

1720-1

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Your Source Today

Investors: (add \$10/M)

Foreign	1,920,588
Life Insurance	13,789,266
Real Estate	9,506,086
Stocks or Bonds	17,084,334

Credit Cards: (add \$10/M)

	<u>Regular</u>	<u>Premium</u>
American Express	11,366,161	2,309,390
Discover Card	8,919,602	3,626,250
VISA/MasterCard	39,461,822	12,593,184
Other (Retail/Gas)	1,579,098	9,213,577

Occupation: (samples) (add \$10/M)

Full-time Homemaker	8,186,634	Sales or Marketing	2,279,283
Executive	2,176,630	Retired	3,713,097
Management	4,296,054	Health Services	6,876,446
Professional	2,008,524	Civil Service	386,357

Type of Dwelling: (add \$10/M)

Apartment/Condo/multiplex	15,648,317
House-Single Family	58,151,674

Income of Household: (add \$10/M)

Less than \$20,000	14,641,271	\$50,000 to \$74,999	28,017,882
\$20,000 to \$39,999	20,333,359	\$75,000 to \$99,999	14,621,783
\$40,000 to \$49,999	11,949,087	\$100,000 plus	19,767,690

Suggested Usage:

This is an excellent prospect file for a broad array of business and consumer offers including; videos, seminars, insurance, investments, credit cards, executive gifts, computers, online services, travel, catalogs, newsletters, magazines, professional related products, etc.

Related Lists Available from Dunhill International:

- Golfers
- Investors
- Travelers
- Casino Gamblers
- Business Owners
- Computer Owners
- Business Travelers at Home by Travel Frequency
- Veterans
- Contributors
- New Movers
- Online Consumers
- Families with Children
- Wealthy Sportsmen
- Consumers with Ailments

Dunhill International's broad range of services includes Mailing, Telemarketing and Email Lists, Digital Display Advertising, Email Address Appending, Telephone and Cell Phone Appending, Reverse Appending, List Hygiene, List Brokerage and Consultation plus Printing.

Over 75 Years in the Mailing List Business

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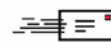
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