

# MetaBase Consumer Email Masterfile

The Premier Data Source for Targeted Email Programs

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

19,300,000	Email Addresses	\$50/M
	Monthly Hotline	+\$10/M

The **MetaBase Consumer Email Masterfile** is a proprietary information warehouse that provides online marketers with a comprehensive solution for reaching highly targeted and responsive consumers via a wide variety of demographic, psychographic, and lifestyle interests.

**MetaBase Consumers** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home.

The **MetaBase Consumer Email Masterfile** is augmented with demographic and psychographic enhancements from multiple sources, providing marketers with a list resource for *deep penetration into a wide variety of vertical consumer markets by specific interests (see page 2)*.

Due to its size and daily update schedule, the **MetaBase Consumer Email Masterfile** provides marketers with a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience for consumer offers delivered via Email.

Combined with friendly pricing and powerful targeting capabilities, the **MetaBase Consumer Email Masterfile** is a logical list rental choice for online marketers who want to generate direct sales, targeted leads, and/or enhanced brand awareness. *MetaBase Consumers are prime prospects for a wide range of consumer Email offers.*

### USAGE SUGGESTIONS INCLUDE:

All Online Consumer Offers, Credit Card Offers, Internet Service Providers, Subscription Offers, PC Software & Hardware Offers, Online Shopping Offers, Insurance Offers, Music & Movie Offers, Entertainment Offers, Online Catalog Offers, Consumer Electronics Offers, Branding Offers, Book and Music Club Offers, Regional Offers, Men's Offers, Women's Offers, Children's Offers, Sweepstakes Offers, and More!

### Source

Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF.....	\$5/M
Gender .....	\$5/M
Age.....	\$5/M
Income .....	\$5/M
Interest .....	\$10/M

Minimum Order ..... 10,000 names

HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

### E-mail Rental Conditions

Pricing includes transmission.

Allocate 5 working days for preparation, approval, and transmission of your message

The first proof/revision/proof cycle is performed at no cost. Additional changes after this cycle are at \$50/F per additional proof.

Rev: 08.25.08

MetaBase

# MetaBase Consumer Email Masterfile

The Premier Data Source for Targeted Email Programs

Page 2

19,300,000 Email Addresses \$50/M  
Monthly Hotline +\$10/M

Source Proprietary  
Website Network

Updated Daily

## Interest selects (+\$10/M) Include:

Apparel.....	2,348,798
Books & Music .....	3,606,213
Car Buff.....	233,776
Cat Owner .....	1,462,281
Children's Items Buyers .....	1,522,179
Computer.....	5,853,381
Computer Software .....	36,813
Crafts and Sewing .....	2,482,596
Do-It-Yourself.....	1,635,699
Dog Owners .....	2,067,543
Electronics.....	3,663,256
Entertainment/Travel.....	1,748,444
Finance/Investment .....	1,659,381
Golf .....	981,660
Gourmet/Food & Wine.....	626,742
Health & Fitness.....	2,874,239
High-Ticket Merchandise.....	328,855
Housekeeping/Kitchen/Decor .....	1,483,875
Internet/Product Buyers.....	9,415,421
Magazines .....	1,212,978
Mail-Order Shopping/Buyers .....	7,302,872
Outdoor/Gardening.....	2,089,210
Outdoor/Recreational .....	6,448,297
Pets.....	659,880
Photography .....	1,037,726
Pools.....	659,550
Sports Cards & Collectibles .....	801,452
Stamps & Coins.....	439,302
Stocks or Bonds.....	893,463
On-Line Trading Accounts.....	1,400,000
Sweepstakes & Gambling .....	3,175,829

## Demographic/Interest Selects

State, Zip, SCF .....	\$5/M
Gender .....	\$5/M
Age .....	\$5/M
Income.....	\$5/M
Interest .....	\$10/M

Minimum Order ..... 10,000 names

HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

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For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

# Sweepstakes Entrants Email List from MetaBase

Avid Players of Contests and Sweepstakes

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

3,175,829	Sweepstakes Entrants	\$60/M
	Monthly Hotline	+\$10/M

The **Sweepstakes Entrants Email List from MetaBase** lets marketers reach individuals who regularly turn to sweepstakes with the hopes and dreams of attaining wealth and winning high-ticket products that would otherwise be out of their reach.

These optimistic consumers are avidly searching for ways to give themselves and their families a better life through continual entry into multiple sweepstakes opportunities.

**Sweepstakes Entrants Email List from MetaBase** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their interest in sweepstakes oriented offers.* This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

**Sweepstakes Entrants Email List from MetaBase** allows marketers to reach middle-income consumers who are actively involved in the ongoing pursuit of cash and prizes. They are highly responsive to a wide range of contest, puzzle, sweepstakes, and mid-ticket consumer online offers.

### USAGE SUGGESTIONS INCLUDE:

All Sweepstakes Offers, Multi-Magazine Offers, Credit Card Offers, Debt Consolidation Offers, Low and Mid-Ticket Consumer Offers, Music/DVD Clubs, Money Making Offers, Home Based Business Offers, Home/Family Services, Consumer Catalog Offers and More!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

**Source** Proprietary Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF..... \$5/M  
Gender ..... \$5/M  
Age..... \$5/M  
Income ..... \$5/M  
Interest ..... \$10/M

Minimum Order ..... 10,000 names

HTML Setup ..... \$150/Flat  
A/B Splits..... \$50/Split  
Personalization..... \$10/M  
Suppression ..... \$100/Flat

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Rev: 08.25.08

MetaBase

# SuperInvestor Email List from MetaBase

Active Investors of Stocks, Commodities, Coins and Real Estate

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

1,659,381	Active Investors	\$100/M
	Monthly Hotline	+\$10/M

The **SuperInvestor Email List from MetaBase** reaches individuals who are in charge of their own self-directed investment activities that include bond investments, money making opportunities, mutual funds, and stocks.

As investors, these individuals are continuously looking for ways to protect and grow their own personal wealth. They are information seekers who are looking for tips, trends and recommendations that will help them with investment decisions that will pay dividends over time.

**SuperInvestors from MetaBase** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their interest in finance and investment oriented offers.* This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

The **SuperInvestor Email List from MetaBase** allows marketers to reach individuals who have a common interest in a wide range of investment opportunities. They are computer savvy, upper-middle to upper income individuals who have the ability to direct a percentage of their savings and income into investment offers so as to increase their personal net worth. They are receptive to a wide range of online investment and upscale consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Investment Offers, Financial Newsletters, Financial Seminars, Investment Books, Investment Services, Investment DVD's, CD's, and Audio Tapes, Investment-Oriented Software, PC/Windows Compatible Hardware and Software, Small Office/Home Office Offers, Credit Card Offers, Upscale Consumer Offers, Internet/Online Services Offers and More!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

Source	Proprietary Website Network
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Updated Daily

### Demographic/Interest Selects

State, Zip, SCF.....	\$5/M
Gender .....	\$5/M
Age.....	\$5/M
Income .....	\$5/M
Interest .....	\$10/M

Minimum Order .....	10,000 names
---------------------	--------------

HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

### E-mail Rental Conditions

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Rev: 08.25.08

MetaBase



# Frequent Travelers Email List from MetaBase

Individuals who crave a change of scenery

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

1,748,444 Frequent Consumer Travelers \$60/M  
Monthly Hotline +\$10/M

Whether it is by planes, trains, automobiles or other means, travelers relish the thrill of visiting new locales. The **Frequent Travelers Email List from MetaBase** file allows marketers to target individuals who are regularly on the move and in pursuit of their next adventure. These individuals drive, fly, boat or rail their way to destinations of interest as individuals, couples or families.

These frequent flyers, cruisers, and motorists are avidly searching for the best deals on vacations as well as equipment, services and other products that let them make the most of their getaway experience. Travelers are individuals who have the financial means necessary to visit places of interest that are both far and near. The **Frequent Travelers Email List from MetaBase** allows marketers to reach these individuals who are actively involved in the pursuit of a wide range of travel opportunities as well as photographic and travel equipment, products and services that lets them prepare for, capture and enjoy their various trips.

The **Frequent Travelers Email List from MetaBase** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their interest in travel oriented offers.* This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience. **Frequent Travelers from MetaBase Email List** reaches upper-middle and upper income individuals who have the ability to allocate their income and savings towards personal travel. They are receptive to a wide range of travel and other consumer online offers.

### USAGE SUGGESTIONS INCLUDE:

All Travel/Vacation Offers, Credit Card Offers, Hotel Offers, Cruise/Airline Offers, Travel Club Offers, Portable Communications and Portable Electronics, Foreign Language Courses, Audio CD's and DVD Clubs, Laptop Computing Offers, Time Share Offers, Luggage, Camping Gear Offers, Outdoors Offers, Insurance Offers, Books, Magazines, Newsletters, Health/Fitness Offers, Digital Cameras, and More!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

Source Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF..... \$5/M  
Gender ..... \$5/M  
Age..... \$5/M  
Income ..... \$5/M  
Interest ..... \$10/M

Minimum Order ..... 10,000 names

HTML Setup ..... \$150/Flat  
A/B Splits..... \$50/Split  
Personalization..... \$10/M  
Suppression ..... \$100/Flat

### E-mail Rental Conditions

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Rev: 08.25.08

MetaBase

# Wealthy Consumers Email List from MetaBase

Upscale Individuals who Purchase Big-Ticket Goods and Services

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

850,000      Wealthy Consumers      \$60/M  
Monthly Hotline      +\$10/M

The **Wealthy Consumers Email List from MetaBase** reaches individuals who enjoy household incomes in excess of \$150,000. They are active product buyers with above average incomes. As such, they are continuously seeking tips, trends and recommendations that will lead them to the best as well as the newest products on the market.

**Wealthy Consumers Email List from MetaBase** reaches individuals who regularly make hi-ticket product purchases for items that will enhance their personal, professional, leisure and overall hi-end lifestyles. They have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience. As wealthy consumers, they are white-collar knowledge workers, business executives, or business owners. They are well-read, college educated individuals who are homeowners, computer-literate, and avid credit card users.

The **Wealthy Consumers Email List from MetaBase** allows marketers to target upscale consumers who have disposable income to indulge themselves and their families with products and services that will enhance their upscale lifestyles. They are receptive to a wide range of online big-ticket consumer and investment offers.

### USAGE SUGGESTIONS INCLUDE:

All Upscale Consumer Offers, Fundraising Offers, Financial/Investment Offers, Catalog Offers, Executive Self-Improvement Offers, Credit Card Offers, Travel/Leisure Offers, Health/Fitness Offers, Personal Computer Products, Personal Electronics, High-End Audio/Video, Collectible Offers, Automotive Offers, Home Office Offers, Books, Magazines, Newsletters, Seminars and More!

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### Source

Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF..... \$5/M  
Gender ..... \$5/M  
Age..... \$5/M  
Income ..... \$5/M  
Interest ..... \$10/M

Minimum Order ..... 10,000 names

HTML Setup ..... \$150/Flat  
A/B Splits..... \$50/Split  
Personalization..... \$10/M  
Suppression ..... \$100/Flat

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Rev: 08.25.08

MetaBase

# Consumers Who Charge It from MetaBase

Frequent Users of Credit Cards for Consumer Product Purchases

MetaResponse Group®

Direct Marketing Solutions

6,580,000	Credit Card Users	\$85/M
360,500	Monthly Hotline	\$95/M

**Consumers Who Charge It from MetaBase** targets adults who don't hesitate to use their credit lines to live a life that might otherwise be out of reach. They readily seek out credit opportunities that will give them the products and services they desire but would not normally be able to afford if they had to pay for items all at once. These individuals are involved in credit purchases that allow them to live the good life, one monthly payment at a time.

Those with credit are continuously looking for ways to increase their credit worthiness so that they can increase their spending power. They believe that credit is the way to make all purchases and look forward to investigating and buying the items that will enhance their lives and the lives of their family.

**Consumers Who Charge It from MetaBase** targets individuals who are interested in products or services connected with credit opportunities. They are avid users of flex pay, installment systems and finance plans.

*All of them are proven credit card holders.* Names are compiled from multiple channels including the Internet, direct mail surveys and mail order buyer files, providing marketers with a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

**Consumers Who Charge It from MetaBase** allows marketers to reach individuals who have an interest in a wide range of credit opportunities. They are receptive to a wide range of consumer offers.

## USAGE SUGGESTIONS INCLUDE:

All Catalog Offers, Books, Magazine Subscriptions, Audio/Video Clubs, Bank Card Offers, Financial Service Offers, Online Shopping Offers, Debt Consolidation Offers, General Consumer Merchandise, and More!

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## Source

MultiChannel Compilation

Internet and Direct Mail Surveys, Mail Order Buyer Files, Direct Response TV, Magazine Subscriber Info and Public Records

## Demographic/Interest Selects

State, Zip, SCF.....	\$5.00/M
Gender .....	\$6.00/M
Age.....	\$6.00/M
Income .....	\$6.00/M
Marital Status .....	\$6.00/M
Presence of Children.....	\$6.00/M
Home Owner vs Renter.....	\$6.00/M
Length of Residency .....	\$6.00/M
Ethnicity.....	\$10.00/M
Mail Order Buyers .....	\$10.00/M
Interest .....	\$5.00/M

Email	\$50 Flat
Fulfillment	

## Maintenance

New names added on a monthly basis. Masterfile is NCOA'd 4x yearly. All records are Zip+12 encoded.

*Inquire about Customer Profiling, Modeling, Customer Re-Activation Analyses and eMail appending.*

Rev: 7.08.08

MetaBase

# Aggressive Investors Email List from MetaBase

Active Investors of Stocks and Bonds

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

893,468	Aggressive Investors	\$100/M
	Monthly Hotline	+\$10/M

The **Aggressive Investors Email List from MetaBase** file reaches individuals who are in charge of their own self-directed investment activities centered on the trading of stocks and bonds.

As investors, these individuals are continuously looking for ways to increase their own personal wealth. They are information seekers who are looking for tips, trends and recommendations that will help them with investment decisions that will yield high dividends over a short amount of time.

**Aggressive Investors** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their interest in investment oriented offers.* This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience. Demographics include:

- Stocks & Bonds Interest
- \$75K + Household Income
- Age range 25 – 45

**Aggressive Investors Email List from MetaBase** allows marketers to reach individuals who have a common interest in making quick returns on their investments. They are risk takers who are willing to test a long-shot investment in hopes of a quick and high return. They are receptive to a wide range of investment and upscale consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Investment Offers, Financial Newsletters, Financial Seminars, Investment Books, Investment Services, Investment DVD's, CD's, and Audio Tapes, Investment-Oriented Software, PC/Windows Compatible Hardware and Software, Small Office/Home Office Offers, Credit Card Offers, Upscale Consumer Offers, Internet/Online Services Offers and More!

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<b>Source</b>	Proprietary Website Network
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Updated Daily

### Demographic/Interest Selects

State, Zip, SCF.....	\$5/M
Gender .....	\$5/M
Age.....	\$5/M
Income .....	\$5/M
Interest .....	\$10/M

Minimum Order .....	10,000 names
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HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

### E-mail Rental Conditions

Pricing includes transmission.

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Rev: 08.25.08

MetaBase

# Stock Traders Online Email List from MetaBase

Active Stock Traders Who Trade Online

## New Email List!

1.4 Million      Online Stock Traders      \$100/M

The **Stock Traders Online Email List from MetaBase** file reaches individuals who are in charge of their own self-directed investment activities centered on the trading of stocks. *They all actively trade online, using Internet-based trading accounts.*

These investors, many of whom are day traders, are continuously looking for the next hot stock to increase their own personal wealth. They are aggressive information seekers and investors who are looking for tips, trends, public company information, and recommendations that will help them make investment decisions in a timely manner.

**Stock Traders Online** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their usage of online stock trading systems.*

**Stock Traders Online Email List from MetaBase** allows marketers to reach individuals who actively trade stocks and have a common interest in making profitable returns on their investments. They are risk takers who like to move quickly so as to take advantage of the ongoing market swings. They are receptive to a wide range of investing, money making, and home office offers.

### USAGE SUGGESTIONS INCLUDE:

All Investment Offers and Investor Relations (IR)

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Source	Proprietary Website Network
Minimum Order .....	10,000 names
HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

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Updated weekly

Rev: 09.02.08

MetaBase

# Consumers Who Charge It Email List from MetaBase

Frequent Users of Credit Cards for Consumer Product Purchases

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

9,415,421	Credit Card Users	\$60/M
	Monthly Hotline	+\$10/M

**Consumers Who Charge It Email List from MetaBase** targets adults who don't hesitate to use their credit lines to live a life that might otherwise be out of reach. They readily seek out credit opportunities that will give them the products and services they desire but would not normally be able to afford if they had to pay for items all at once. These individuals are involved in credit purchases that allow them to live the good life, one monthly payment at a time.

Those with credit are continuously looking for ways to increase their credit worthiness so that they can increase their spending power. They believe that credit is the way to make all purchases and look forward to investigating and buying the items that will enhance their lives and the lives of their family.

**Consumers Who Charge It Email List from MetaBase** targets individuals who are interested in products, services, or direct response opportunities connected with credit opportunities. They are avid users of flex pay, installment systems and finance plans.

*All of them are proven credit card holders* who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

**Consumers Who Charge It Email List from MetaBase** allows marketers to reach individuals who have an interest in a wide range of credit opportunities. They are receptive to a wide range of online consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Online Catalog Offers, Books, Magazine Subscriptions, Audio/Video Clubs, Bank Card Offers, Financial Service Offers, Online Shopping Offers, Debt Consolidation Offers, General Consumer Merchandise, and More!

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**Source** Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF..... \$5/M  
Gender ..... \$5/M  
Age..... \$5/M  
Income ..... \$5/M  
Interest ..... \$10/M

Minimum Order ..... 10,000 names

HTML Setup ..... \$150/Flat  
A/B Splits..... \$50/Split  
Personalization..... \$10/M  
Suppression ..... \$100/Flat

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Rev: 08.25.08

MetaBase

# Golfers Email List from MetaBase

The Premier List for Targeting Active Golfers and Golf Enthusiasts

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

981,660	Active Golfers	\$60/M
	Monthly Hotline	+\$10/M

There is no doubt that golfers make up one of the largest spending consumer bases in the country. As a group, golfers spend millions of dollars yearly on golf equipment and fees. **Golfers Email List from MetaBase** is a hole in one for those seeking to target these adults with an interest not only in the sport of golf but also in everything necessary to acquire and live the good life.

Golfers enjoy their leisure time and are perpetually seeking new ways to make their lives more pleasurable. As a social sport, golf offers these individuals the opportunity to pursue other interests that add to the leisure-lifestyle experience such as travel, dining out, reading, and purchasing new products to improve their game as well as their professional and home life. **Golfers Email List from MetaBase** offers marketers one of the best opportunities to reach a consumer base that has the funds and the desires to purchase a wide range of products for themselves, their family, their career, their homes, their lifestyle and more.

**Golfers Email List from MetaBase** delivers the demographic and psychographic selects needed to reach well-educated, affluent adults who are actively purchasing products and services to improve and enjoy life. Interest selects allow this list to be customized to reach specific vertical markets within a multi-million name universe of U.S. households. Individuals on this list have either responded to or have made online purchases through a proprietary network of consumer oriented web sites.

**Golfers Email List from MetaBase** represents a cross-section of the U.S. population that makes continuous purchases to improve their “at-leisure” lifestyles. High quality, selection and convenience are significant factors for their direct mail purchases. They are highly responsive to a wide range of online consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Upscale Consumer Offers, Golf Related Offers, Health/Fitness Offers, Credit Card Offers, Executive Self-Improvement Offers, Books, Magazines, Newsletters, Vacation/Travel Offers, Fine Dining/Epicurean Food Offers, Investment Offers, Portable Electronics, Consumer Catalogs, and More!

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Source Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF.....	\$5/M
Gender .....	\$5/M
Age.....	\$5/M
Income .....	\$5/M
Interest .....	\$10/M

Minimum Order ..... 10,000 names

HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

### E-mail Rental Conditions

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Rev: 08.25.08

MetaBase

## Updated Counts!

2,874,239 Health and Fitness Enthusiasts \$60/M  
Monthly Hotline +\$10/M

The **Health and Fitness Email List from MetaBase** lets marketers reach individuals who are actively seeking ways to make themselves healthier and more physically fit for the benefits of better looks, longevity, sickness prevention, and enhanced quality of life. Whether they are baby boomers seeking the fountain of youth, seniors pursuing rejuvenation, or younger adults with a dedication to reshape and revitalize their bodies, these fitness fanatics all have a common goal of smart eating, peak fitness, and optimum health.

The **Health and Fitness Email List from MetaBase** individuals that have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their interest in health oriented offers.* This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

The **Health and Fitness Email List from MetaBase** allows marketers to reach individuals who have a common interest in a wide range of fitness, health, and wellness opportunities. They are computer savvy, upper-middle to upper income individuals who have the ability to direct a percentage of their savings and income into product or service offers to achieve their personal health or physique goals. They are receptive to a wide range of online consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Consumer Offers, Personal-Enhancement Training & Seminars, Diet & Fitness Program Offers, Home-Gym Fitness Equipment Offers, Gym Membership Offers, Wellness-Related Products & Services, Workout Videos & DVD's, Beauty & Personal Grooming Offers, Apparel Offers, Vitamin & Supplement Offers, Healthy Cooking Products & Services, Credit Card Offers, Books and Magazine Subscriptions, Health and Fitness Seminar Offers, and More!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

**Source** Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF..... \$5/M  
Gender ..... \$5/M  
Age..... \$5/M  
Income ..... \$5/M  
Interest ..... \$10/M

Minimum Order ..... 10,000 names

HTML Setup ..... \$150/Flat  
A/B Splits..... \$50/Split  
Personalization..... \$10/M  
Suppression ..... \$100/Flat

### E-mail Rental Conditions

Pricing includes transmission.

Allocate 5 working days for preparation, approval, and transmission of your message

The first proof/revision/proof cycle is performed at no cost. Additional changes after this cycle are at \$50/F per additional proof.

Rev: 08.25.08

**MetaBase**



# Magazine Readers Email List from MetaBase

Consumers who are avid readers

MetaResponse Group®

Direct Marketing Solutions

## Updated Counts!

1,212,078	Magazine Readers	\$60/M
	Monthly Hotline	+\$10/M

The **Magazine Readers Email List from MetaBase** reaches individuals of all ages who enjoy reading as a hobby. They also share an affinity with books, newsletters, and consumer catalogs. They are information seekers who take the time to read about their favorite interests.

**Magazine Readers Email List from Metabase** are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. *All of them have indicated their interest in book oriented offers.* This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

The **Magazine Readers Email List from Metabase** allows marketers to reach responsive individuals who are proven readers. They are receptive to a wide variety of magazine and online consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Subscription Offers, Consumer Catalog Offers, Books, Magazines, Newsletters, Seminars, Audio/Video Clubs, Credit Card Offers, General Consumer Merchandise, Home/Family Services, Information Offers, and More!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

<b>Source</b>	Proprietary Website Network
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Updated Daily

### Demographic/Interest Selects

State, Zip, SCF.....	\$5/M
Gender .....	\$5/M
Age.....	\$5/M
Income .....	\$5/M
Interest .....	\$10/M

Minimum Order .....	10,000 names
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HTML Setup .....	\$150/Flat
A/B Splits.....	\$50/Split
Personalization.....	\$10/M
Suppression .....	\$100/Flat

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Rev: 08.25.08

MetaBase

# Seniors Email List from MetaBase

Adults aged 65+ Purchasing Products and Services for their Active Golden Years

## Updated Counts!

453,297 Seniors \$60/M  
Monthly Hotline +\$10/M

**Senior Email List from MetaBase** reaches the fastest growing consumer segment in the United States. As baby boomers continue to age, this group is expected to increase by 48% within the coming years.

Seniors today are more active and involved than in years past. They are often recapturing hobbies they enjoyed in their younger years while also mastering new interests. These individuals want to enjoy life to its fullest and have time, funds, and interest for travel, recreation, reading, investing, and other fulfilling activities. *Seniors are ideal prospects for goods and services that will let them enjoy their leisure time.*

**Seniors Email List from MetaBase** offers the demographic, lifestyle and psychographic selects needed to reach mature adults who are actively purchasing products and services to improve their retirement lifestyle. Income, frequent travelers, golfers, investors, and donors are just a few of the selects that can be used reach specific vertical markets within this multi-million name universe of U.S. households. They are individuals who have either responded to or have made online purchases through a proprietary network of consumer oriented web sites for items/services that will enhance their lifestyles at home. This list represents a fresh universe of names that can be segmented by a robust palette of selection criteria to deliver a targeted and responsive audience.

**Senior Email List from MetaBase** represents individuals who continuously make purchases due to their new interests and available free time. Price, selection and convenience are significant factors for their purchases. They are highly responsive to a wide range of online consumer offers.

### USAGE SUGGESTIONS INCLUDE:

All Retirement & Healthcare Offers, Home Security Offers, Conservative Investment Offers, Insurance Offers, Credit Card Offers, Magazine Subscription Offers, Book Offers, Music and Video Clubs, Consumer Catalogs, Vacation /Travel Offers, Golf Offers, Entertainment Offers, Cruise Offers and more!

For more information, contact Diane Dubocq, x217 ([ddubocq@metaresponse.com](mailto:ddubocq@metaresponse.com)), Michele Schultz, x214 ([mschultz@metaresponse.com](mailto:mschultz@metaresponse.com)), at (954) 360-0644. Visit us on the web at <http://www.metaresponse.com>.

Source Proprietary  
Website Network

Updated Daily

### Demographic/Interest Selects

State, Zip, SCF..... \$5/M  
Gender ..... \$5/M  
Age..... \$5/M  
Income ..... \$5/M  
Interest ..... \$10/M

Minimum Order ..... 10,000 names

HTML Setup ..... \$150/Flat  
A/B Splits..... \$50/Split  
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