

# Continuity Discount Shopping Club Members

Average Monthly Hotline	125,000	\$110/M
Total File	2,210,000	\$110/M

These consumers responded to a discount shopping club.

The discount buying club offers its members discounts on shopping, lifestyle, and travel purchases.

The average customer is 47 years old with a household income of \$55,000.

For a small monthly recurring fee, these members have access to buy in bulk and receive discounts. These serious shoppers are interested in deals and savings and are willing to pay to receive these discounts.

Media Source: Online/Outbound Telemarketing/direct mail/online

Recommended for: shopping clubs, catalog credit, magazines, insurance, secured and subprime credit, internet, legal & financial services, health insurance, home equity loans, money making opportunities, innovative "as seen on TV" products, and catalogs.

## Source

Online  
Direct Response

## Gender

48% Male  
52% Female

## Minimum Order

5,000 Records

## Format

Email	\$50/F
FTP	\$50/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$6/M run charge

## Selections

Geo	\$10/M
Gender	\$10/M
Age	\$10/M
Demographics	\$10/M



Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.