

# Home Electronics & Gadgets House Credit Responders

Average Monthly Hotline	68,500	\$110/M
Total File	1,879,230	\$110/M

These consumers responded to a home electronics & gadgets in house credit line to be used for a specific shopping catalog.

These highly responsive individuals have purchased and responded to a catalog program where they purchased thousands of items through a catalog, and are able to make monthly payments.

Applicants are looking to improve their credit ratings and enjoy the convenience of shopping with a credit card. The average consumer spends \$250 a month on merchandise.

Products include home & garden, diet, electronics, Jewelry, computers, clothing, gifts, general merchandise. These proven direct response applicants are great prospects for secured and unsecured credit offers, pay day loan offers, instant financing programs, debt consolidation, sweepstakes, at home educational programs, distance learning, and career oriented offers.

## Source

Online  
Direct Response

## Gender

42% Male  
52% Female

## Minimum Order

5,000 Records

## Format

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

## Net Name Arrangement

85% Net  
20,000 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.