

UPDATE



Memory Tech

Computer Product Buyers

98,567 12 Month Buyers \$105/M
24,009 Quarterly Hotline \$115/M
Fundraising Rate \$75/M

MIN#

PROFILE: Reach highly computer literate individuals who have responded to a direct mail offer from Computer Tech/Memory Tech and have recently purchased computer components and/or accessories to further enhance/upgrade their computer systems. Computer components purchased include: memory, hard-drives, CPU, motherboards, computer cases and accessories. All of these tech savvy buyers are comfortable with the internet, computer technology and wireless devices. They are avid readers of computer tech publications in order to stay abreast of the latest software, hardware, computer peripherals, components and systems available today.

Ninety percent are males between the ages 35-55 and have above average discretionary income to support their tech craze. All purchases were paid with a major credit card and range from \$100.00 to \$3,000.00.

- ▶ **90% also subscribe to an online service.**
- ▶ **Average age 35 – 55**
- ▶ **75% have a college degree or higher**
- ▶ **90% subscribe to one or more computer related publications.**

RECOMMENDED USAGE:

- | | |
|------------------------------|------------------------|
| Computer Software & Hardware | Investment offers |
| Computer Publications | Travel |
| Magazine offers | Consumer publications |
| Sweepstake offers | Credit card offers |
| Business & Home office | Financial publications |
| Online Services | |

UNIT OF SALE: \$100.00 - \$3,000.00

SOURCE: Direct mail

ZIP+4 and NCOA'd cleaned quarterly

UNIT OF SALE:
\$100.00 – \$3,000.00

MINIMUM TEST
5000

MAINT:
Cheshire Labels, - N/C
Floppy Disc \$15.00
CD-Rom \$15.00
P/S Labels: \$10.00/M
E-mail/Modem: \$15.00

SELECTS:
100% Zip Sequence
State, SCF \$ 5.00/M
Keying N/C
Run Charges \$10.00/M
Phones \$10.00/M

List Information
Contact:
Global Direct
Tel: (561) 533-6691
Fax: (561) 585-9469
E-Mail:
info@gdlists.com

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

CARD# MT2



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