



RFM Consumers

Buying Behavior & Interest Database.

43 Million Households – 54 Million Individuals
Base Price \$65.00 Per Thousand (M)

Includes Name, Address, City, State, Zip

Phone Numbers: +\$20.00/M

Minimum Order: \$350.00

RFM Consumers is the first multi-dimensional lifestyle database that identifies consumer interests using purchase data from a variety of transactional sources. This multi-channel approach captures unique prospects and sets this file apart from other lifestyle databases that rely solely on survey and data response.

Select the best prospects for your mailing from dozens of Buying Behavior and Interest selections including: sports, gardening, intellectual interests, hobbies, causes, and more. These consumers have expressed their Passions and Interests by purchasing related products, making catalog purchases, magazine subscriptions, or even personalizing their checks and stationary. These consumers don't simply say, "I like golf," they buy golf related products, making this the perfect file to target consumers by their true interests.

Demographic Selections 1

\$10.00/M

Estimated Age
 Household Income
 Gender
 Marital Status
 Dwelling Type
 Property Type
 Length of Residence
 Home Ownership
 # Adults in Household
 Level of Education
 Childrens Age and Gender
 Occupation of anyone in HH
 Individuals Occupation

Demographic Selections 2

\$20.00/M

Hispanic Household
 Religion
 SOHO
 Mail Order Buyer
 Niches
 Original Activity Date
 Original purchase Date
 Months Since Last Purchase
 Months Since Last Activity
 Most Recent Dollar Amt. –
 Spent
 Total Orders

Buying Behavior/Interest Selections

\$30.00/M

Apparel
 Automotive
 Aviation
 Bible/Devotional
 Books/Magazines
 Business
 Collectibles
 Crafts
 Culture/Arts
 Current Events
 Dogs
 Do-It-Yourself
 Donors
 Electronics
 Ethnic
 Family
 Fishing
 Fitness/Exercise
 Gambling
 Gardening/Flowers
 Gift Givers
 Health
 Hispanic Heritage
 Hobbies
 Hockey
 Home Decorating
 Horses
 Humor/Comics
 Hunting
 Inspirational
 Internet Browsing
 Money Making
 Men's Fashion
 Motorcycles
 Ocean/Beaches
 Outdoor Sports
 Personal Finance
 Personalized Goods
 Pets
 Photography
 Rural/Farming
 Senior/Comfort Products
 Sports
 Stationary
 Tobacco
 Travel
 TV/Movies/Video
 US Patriotism
 Wildlife/Environment
 Woman's Fashion

Output Media:

Email	\$50.00
FTP	\$50.00
Cartridge	\$25.00
CD-ROM	\$50.00
Diskette	\$25.00