

## Reach Active Twitter Enthusiasts



The Active Twitter Enthusiasts file is comprised of a diverse range of individuals with active twitter accounts, who send as well as read tweets on a regular basis.

Segments	Price
Email	\$100.00 /M
Postal	\$100.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$150.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

### Description

The **Active Twitter Enthusiasts File** is comprised of a diverse range of individuals that span various demographics, with active twitter accounts, who send as well as read tweets on a regular basis as part of their daily lifestyle. These active users keep friends, family and followers updated on their latest status from mundane events, through news and ideas, travels, activities, purchases, reviews and much more, often creating buzz around trending topics. They also actively follow friends as well as businesses, celebrities, favorite brands, politicians and other well-known personalities. These "social medialites" are always connected, generally via smart phones and other wireless devices, and highly receptive to the latest news and trends, therefore forming an ideal user base of prospects who are receptive to new products and offers of interest to them.

Demographic selects include age, gender, income, education, ethnicity, occupation, marital status, presence of children, and purchase preference, as well as full range of interests, hobbies and lifestyle qualifiers. Technology selects include users of other social media, smart phone owners, multiple computer and high-tech households, online technology buyers, early adaptors of new tech products, and much more.

Twitter has become an integral part of any social media advertising and essential for building brand essence. This file provides an ideal target market of active prospects likely to follow the products and brands they value for the latest trends in fashion, entertainment, music, sports, news, culture and much more!

### Contact Us For More Information

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<b>ID Number</b>	351920
<b>Universe</b>	22,861,775
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	08/22/2012
Counts through	01/18/2013

### Selects

Age	No charge
Age of Child	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge

### Geography

#### Addressing

ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

> Targeted, Effective Results!  
 Targeted, Effective Results!

