

## Reach Generation X Consumers



Reach Generation X Consumers born 1965-1980 living in the US. They are tech-friendly consumers raised in the video age who are Internet Savvy and are confident buying online.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

### Description

The **Generation X File** represents subscribers who are experienced internet users and multi-taskers always in search of a good offer to enhance the busy lives they lead.

Generation X consumers are classified as those born between 1965-1980. These US consumers are tech-friendly and internet savvy and are confident buying online.

#### PROFILE

52% Female                      Average Age: 34  
 48% Male                        Average Income: \$68K

Suggested Usage includes Credit Card Offers, Entertainment, Insurance, Magazine Subscriptions, Movies, Music, Travel, Computer Hardware and Software, Automobiles, Dining & Restaurants, Wine, Cell Phone offers, and many more.

### Contact Us For More Information

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<b>ID Number</b>	223458
<b>Universe</b>	7,829,174
<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	12/24/2007
Counts through	01/18/2013
<b>Selects</b>	
Age	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
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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