

Reach American Cable TV Subscribers



The American Cable TV Subscribers file is comprised of families and individuals who actively subscribe to and view cable TV programming.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
Multi Channel (Email & Postal)	\$125.00 /M

Description

The **American Cable TV Subscribers** file is comprised of families and individuals who actively subscribe to and view cable TV programming. The file covers a diverse range of demographics that span across various ranges of age, gender, ethnicity and income. Programming interests include sports packages, premium channels, educational programming, foreign language channels, cooking, travel, history, documentary, news and current events, reality shows, talk shows as well as cable television comedy and drama series across all of the popular networks. Movie interest categories include action, comedy, drama, foreign, documentaries, classics, independent, science fiction, romantic comedies, historical fiction and period pieces, and westerns.

Demographic selects include HH income, homeowner, gender, ethnicity, education, marital status, presence of children as well as age and number of children, and geography. A full range of interest and lifestyle selects is also available as well as purchase preference and buying habits.

This file is ideal for offers pertaining to television, movies, entertainment, social media, arts and culture, music, and much more.

Contact Us For More Information

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ID Number	327179
Universe	8,228,937
List Type	Consumer
Source	Internet, Opt-in Email
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	01/18/2012
Counts through	01/18/2013
Selects	
Age	No charge
Education	No charge
Ethnicity	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
Number of Children	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Geography	Domestic (US)
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

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