

## Reach American Casual Dining Enthusiasts



The American Casual Dining Enthusiasts file is comprised of a diverse range of individuals from various demographics who frequent casual dining establishments.

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 **American Casual Dining Enthusiasts File** is comprised of a diverse range of individuals from various demographics who frequent casual dining establishments. Casual dining is a favorite American activity and preferred social setting for the large majority of our society. The file contains information on families and individuals who frequently enjoy casual dining in restaurants that include major chains, local and neighborhood favorites, ethnic cuisine, fast food and much more.

These consumers enjoy family dining, dining with children, dining with friends, dining as a couple, or dining alone. These individuals dine out on a frequent basis and are ideal candidates for offers pertaining to coupons, specials, promotions, restaurant opening, events, food and wine festivals and much more!

Select by geographic location including Zip, SCF, City, State, Region or Nationally. Demographic information is also available including Age, Gender, Income, Marital Status, and Presence of Children.

**Suggested usage includes:** Restaurant Grand Openings, Restaurant coupons, Food item coupons, New product launch information, and much more.

### Contact Us For More Information

**Phone:** 1.888.805.DATA (3282)  
**Email:** [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
**Web:** [www.eTargetMedia.com](http://www.eTargetMedia.com)

<b>ID Number</b>	285929
<b>Universe</b>	28,942,415
<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	12/19/2007
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Gender	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
Income	No charge
Geography	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

> **Targeted, Effective Results!**  
Targeted, Effective Results!

