

Reach High Tech Households



Consumers who are tech-savvy and interested in the latest components, gadgets and technologies.

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 **High-Tech Households File** represents those individuals who have a love for all things electronic. These consumers are interested in being the first on their block to have the latest and most current gadgets. They are knowledgeable, experienced Internet users who like to find and buy what's new before everyone else.

PROFILE

41% Female
59% Male
Average Age: 38
Average Income: \$68K

Suggested Usage includes Electronics and Accessories, Home Entertainment, Movies, Music, Satellite TV/Radio, and other third party offers that will feed their need for technology.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)
Email: info@eTargetMedia.com
Web: www.eTargetMedia.com

ID Number	223428
Universe	6,962,060
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	12/24/2007
Counts through	01/18/2013
Selects	
Age	No charge
Gender	No charge
Homeowner	No charge
Income	No charge
Lifestyle Interest	No charge
Monthly Hotline	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