

## Reach Holiday Electronic and Gadget Gift Buyers



The Holiday Electronic and Gadget Gift Buyers file is comprised of individuals and families across a full range of demographics with a strong interest in technology.

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)	\$250.00 /M

### Description

The **Holiday Electronic and Gadget Gift Buyers** file is comprised of individuals and families across a full range of demographics with a strong interest in technology that drives their product purchase decisions for themselves as well as for selecting holiday gifts for friends and family.

This file contains prospects who stay abreast of the latest technology and are early adopters of the latest digital equipment and gadgets for the household and for entertainment purposes. They are tech savvy and like to be among the first to gift the latest devices to their loved ones.

Demographic selects include homeowner, household income, marital status, presence of children, age and number of children, occupation, ethnicity, and a full range of interest and lifestyle selects.

Electronic and technology interest selects include online electronic buyers, digital technology interest, social networking, computers, smart phones and tablets, Ipads, iPhones, and Ipods, media and entertainment and much more.

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**Contact Us For More Information**  
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<b>ID Number</b>	318956
<b>Universe</b>	9,094,375
<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	11/07/2011
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Age of Child	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
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Electronics and Technology	No charge
Occupation	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