

Reach Home Decor Enthusiasts



The Home Décor Enthusiasts file is comprised of a diverse range of families and individuals who enjoy decorating their home.

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 **Home Décor Enthusiasts File** is comprised of a diverse range of families and individuals who enjoy decorating their home and take pride in making a beautiful living environment for themselves and their loved ones. These décor enthusiasts actively seek out offers for a variety of home furnishings, accents, artwork and other pieces to decorate per their varying styles, which include traditional, modern, antique, art deco, and other related styles.

Additional home related qualifiers for the décor enthusiasts include home value, new homeowner, new mover, type of dwelling, presence of children, affluent household, eco-friendly household and much more.

Demographic selects include age, gender, marital status, age and number of children, education, ethnicity, geography and a full range of hobbies, interests and lifestyle qualifiers.

This file is ideal for offers pertaining to furnishing retailers, discount and outlet furniture centers, online furniture sites, interior decorating, painting, flooring, curtains and blinds, fireplaces, kitchen and bath accessories, holiday decorating, children's rooms, college dorm furnishing and accessories, and much more.

Contact Us For More Information

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ID Number	347317
Universe	16,764,247
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	07/19/2012
Counts through	01/18/2013
Selects	
Gender	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