

## Reach Home Improvement Subscribers



Reach consumers with an active interest in home improvement, renovation and repair who enjoy receiving offers pertaining to enhancing their home. The file consists of email and postal data.

### 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 **Active Home Improvement Subscribers File** represents consumers who have expressed an interest in home repair, home renovation, interior decor, outdoor landscaping and do-it-yourself projects. They take pride in their home and enjoy making improvements, whether for their own comfort or for the investment value the improvements incur. Improvements include additions and renovations inside as well as outside the home that improve aesthetics, safety and comfort.

This list allows you to tap into their interests and fill their needs for products and services to enhance their living space for a feeling that exudes - home sweet home!

These subscribers have provided demographic and lifestyle information and are eager to receive information regarding all their areas of interests.

**Suggested Usage includes:** credit cards, home repair services, interior decorating and design, furniture, tile and flooring, home accessories, upgrading kitchens and bathrooms, landscaping, magazines, pool services, and more!

### Contact Us For More Information

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 Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
 Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

<b>ID Number</b>	223361
<b>Universe</b>	14,592,033
<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	12/24/2007
Counts through	01/18/2013
<b>Selects</b>	
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
<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

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