

Reach Wine and Cheese Enthusiasts



The **Active Wine & Cheese Enthusiasts** file consists of U.S. subscribers who have indicated that they love Wine & Cheese.

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 Wine & Cheese Enthusiasts File** represents subscribers living in the U.S. that have indicated a love of Fine Wine and Cheese.

Mostly upscale consumers, these individuals have discriminating palates and are looking for quality products to discover, enjoy and indulge in. These subscribers have indicated their preferences while providing detailed information to a lifestyle questionnaire.

These consumers have higher disposable incomes and enjoy gourmet food, wines & exceptional dining experiences.

Wine & Cheese Selects:

- Casual Wine Drinkers
- Wine & Cheese Gift Card Buyers
- Online Wine & Cheese Buyers
- Wine Connoisseurs
- Food & Wine Gift Basket Buyers
- Wine & Cheese Shop Regulars
- Gourmet Food

PROFILE

- 56% Female
- 44% Male
- Average Age: 43
- Average Income: \$80K

Contact Us For More Information

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ID Number	223312
Universe	10,522,037
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	08/28/2007
Counts through	01/18/2013
Selects	
Age	No charge
Gender	No charge
Homeowner	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
Wine & Cheese	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

> Targeted, Effective Results!
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