

Customers First African American Master File

3,200,000 Total Universe \$50/M
155,000 Monthly \$60/M

With a population exceeding 38 million and with buying power projected to exceed \$1.1 trillion in 2012. African Americans remain an important part of the American consumer economy with an average household income of \$34,000 and tend to spend more money on personal care products. The combined market for ethnic hair care, color cosmetic, and skincare products is valued at over \$1.6 billion. Many major marketers and small ethnic specialists alike are targeting this prime ethnic population, African Americans, as well as Hispanics and Asians.

With our wide list of demographic selections available you can be assured of creating a targeted list to make your direct mail campaign a success.

Each record is CASS Certified and includes the consumers Full Name, Address with Zip Code +4, and Phone where applicable.
Telemarketing Inquire

Please contact list manager for further information:

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SELECTS:

Gender	\$5/M
Age	\$5/M
Martital Status	\$5/M
Home Owner/Renter	\$5/M
Length of Residence	\$5/M
Income	\$5/M
Credit Score	\$5/M
Credit Card Holder	\$5/M
Presence of Children	\$5/M
Occupation	\$5/M
Education	\$5/M
PC-Owner	\$5/M
Magazine Buyers	\$5/M
Donor/Contributors	\$5/M
Cell Phone Owners	\$5/M
Monthly Hotline	\$10/M

Shipping

CD	\$35./F
Email	\$50/F
FTP	\$50/F

Minimum Order: 5,000