

# Customers First Hispanic American Master File

5,870,000 Total Universe \$50/M  
191,000 Monthly \$60/M

The Hispanic market is among the fastest growing demographic segments in the United States, making it an enticing segment for many marketers and product developers. As their buying power nears \$1 trillion, the 46 million Hispanics now living in the United States wield a powerful influence on the American consumer economy. Expenditures by Hispanic consumers grew more than twice as fast as expenditures by non-Hispanic consumers.

With slower growth and a saturated market, credit card marketers are increasingly looking to expand their consumer base with new sources of new revenue and the Hispanic population in the United States presents tremendous opportunity for credit card marketers to offer products and services. This Master File can be used in combination with available selections to construct a list that best fits your direct mail campaign by targeting your specific market and ensuring that your offer reaches qualified and responsive prospects.

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:

## **Customers First Inc.**

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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
Business Owners	\$5/M
Monthly Hotline	\$10/M

## **Shipping**

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

Minimum Order: 5,000