

Hispanic Credit Card Holders

Total Universe 455,000 \$50/M
Monthly Update 50,000 \$60/M

Approximately one half of all Hispanic Americans are bankcard holders whom have been living in the US for a while. 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. Hispanic consumers spend about 82% of their income on the family and household needs. Offers that will work well with this demographic are subscription offers, electronic products, additional credit card offers, car loans, and other bank loan offers.

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 and additional selections:

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SAMPLE SELECTS:

Gender	\$5/M
Age	\$5/M
Marital Status	\$5/M
Home Owner/Renter	\$5/M
Length of Residence	\$5/M
Income	\$5/M
Credit Score	\$5/M
Mail Responder	\$5/M
Presence of Children	\$5/M
Occupation	\$5/M
Education	\$5/M
Donor/Contributors	\$5/M
Cell Phone Owners	\$5/M
Monthly Hotline	\$10/M
Business Owner	\$5/M

Shipping

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

Minimum Order: 5,000