

# America Buys

Postal Universe	18,416,384	\$95/M
Monthly Hotline	322,247	+\$10/M

**Every Record Has Purchased a Product or Service in a Specific Category within the Past 90 Days!**

America Buys from AWI is a must for all publishers, catalogers and retailers – THESE ARE BUYERS! They have bought recently from one of our many product categories and are actively responding to travel offers, health & beauty products, insurance offers, financial, catalogs, and especially those items uniquely targeted to their market! Reach a new source of consumers that have purchased multiple products and are looking to receive qualified offers.

AWI's America Buys database is further enhanced with several unique data selects including demographic, life-events, ethnic and lifestyle data. These buyers are responsive to all types of direct mail offers and can be segmented by Transactional Type Spender: high dollar spenders, recent purchases, frequent shoppers.

- Purchase Category Selects
- Travel & Outdoors
- Health & Beauty
- Collectibles, Hobbies, Pets
- Home Décor, Gardening, Fabrics
- Apparel, Books, Magazines
- Men's, Women's, Children
- Crafts, Donors, Investors
- Sports & Fitness

AWI is your multi-channel solutions partner! AWI is your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly and published quarterly. Please inquire about usage.

Visit us at [andrewswharton.com](http://andrewswharton.com) for all your marketing needs!

To place an order or for more information please email us at [becertain@andrewswharton.com](mailto:becertain@andrewswharton.com).

## LAST UPDATED

4/1/2021  
Counts updated monthly, published quarterly.

## SELECTS

Gender/Sex	\$5/M
Geo/Geographical	\$5/M
Age	\$10/M
Ethnic/Ethnicity	\$10/M
Income	\$10/M
Homeowner	\$10/M
Transaction Spender	\$10/M
Purchase Category	\$10/M
Phone Number	\$35/M

## ADDRESSING

EMAIL/FTP \$50/F

## MINIMUM ORDER QUANTITY

Postal Universe 15,000

## NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

## ADDITIONAL INFORMATION

% Female	56%
% Male	42%
Average Income	\$58000

## TRACKING CODE ID

NextMark ID	421859
SRDS ID	975967-0

*Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required.  
Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs.  
Email orders cancelled after creative testing subject to \$150 cancellation fee per order.*