

Dynamic Interests Database

Postal Universe	14,733,149	\$90/M
Email Universe	38,324,333	\$155/M

Email Price Includes HTML Setup, Transmission, Testing, & Reporting

AWI Dynamic Interests database is built with a rich combination of online purchase, survey response, multi-channel response and other proprietary data sources. The data is then double-verified with data enhancements for a comprehensive coverage of the lifestyles and interests. This file offers selections from health and affluence to college students, broadband households and empty nesters. Age, income and other key demographics are available on all records for life-stage targeting, as well as students, expectant and new moms and seniors.

The Dynamic Interests database from AWI offers such a broad range of selections that it is the perfect marketing tool for virtually any consumer offer, including personal care products, home products, entertainment, magazines, parenting, career, education, consumer services, wireless and online services, phones, computers, beauty, travel, investment, financial, credit and so much more. Additional selects available!

AWI is your multi-channel solutions partner 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 for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED

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

SELECTS

Geo/Geographical	\$5/M
Gender/Sex	\$5/M
Age	\$10/M
Income	\$10/M
Ethnic/Ethnicity	\$10/M
Homeowner	\$10/M
Credit Score	\$25/M
Phone Number	\$65/M
A/B Split	\$350/F
Opt-out Suppression	\$350/F

ADDRESSING

EMAIL/FTP	\$50/F
HTML Setup, Transmission, Testing, Reporting	N/C

MINIMUM ORDER QUANTITY

Postal Universe	12,000
Email Universe	25,000

NET NAME AVAILABLE

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

ADDITIONAL INFORMATION

% Female	54%
% Male	40%

TRACKING CODE ID

NextMark ID	278099
SRDS ID	919172-0

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.