

# Infomercial Buyers

Postal Universe	5,791,377	\$95/M
Monthly Hotline	486,156	+\$10/M
Email Universe	1,169,493	\$140/M

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

Infomercial Buyers from AWI is a responsive file featuring consumers who have responded to Infomercials or Online offers, purchased items, and then keep coming back for more! These responsive buyers all have credit cards and like to use them for products that fit with their current lifestyle and the lifestyle they seek! Email price includes HTML setup, transmission, testing, and reporting!

AWI's Infomercial Buyers reaches your perfect audience – active and consistent purchasers. Typical products purchased include but are not limited to: weight loss, cleaning, cookware, and home goods. The unit of sale starts at \$30.00 with all purchases transacted by credit card. These consumers spend money and are interested in receiving offers for publications, books, catalogs, apparel, music and movies, entertainment, travel, automobiles, credit cards, insurance, home services and much more.

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 or weekly 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:

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### LAST UPDATED

10/4/2018

*Counts updated monthly, published quarterly.*

### SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$5/M
Gender/Sex	\$5/M
Income Range	\$10/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	15,000
Email Universe	25,000

### NET NAME AVAILABLE

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

### ADDITIONAL INFORMATION

% Female	68%
% Male	22%
Average Income	\$52000

### TRACKING CODE ID

NextMark ID	298199
SRDS ID	930580-0

*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.*