

Quintessential Impulse Buyers

Postal Universe	2,203,503	\$90/M
Monthly Hotline	289,427	+\$10/M
Email Universe	2,014,136	\$140/M

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

Quintessential Impulse Buyers from AWI is brimming with individuals who are born to shop! These active buyers are always looking for deals and incentive type offers. These consumers are attracted to deals and want to hear about in store contests, sweepstakes, limited time promotions or BOGO offers. Email price includes HTML setup, transmission, testing, and reporting!

AWI brings you the Quintessential Impulse Buyers list with bargain hunters that represent an audience that wants to feel like they got something special. These daily responders want offers ranging from household items, apparel and small appliances to travel incentives. They subscribe to magazines and affinity clubs, watch and respond to infomercials and are the quintessential impulse buyers!!

AWI is your multi-channel solutions partner, 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 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

Monthly Hotline	\$10/M
Geo/Geographical	\$5/M
Gender/Sex	\$5/M
Age	\$10/M
Income Range	\$10/M
Ethnic/Ethnicity	\$10/M
Phone Number	\$55/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	10,000
Email Universe	25,000

NET NAME AVAILABLE

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

REUSE AVAILABLE

Minimum Reuse Order	5,000
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ADDITIONAL INFORMATION

% Female	54%
% Male	42%
Average Income	\$48000

TRACKING CODE ID

NextMark ID	273319
SRDS ID	917063-0

*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.*