

# AudienceFirst Insights – Enhanced Masterfile

Counts	Segments	Prices
11,660,243	<b>12 Mos Universe</b>	\$75.00/M
1,105,798	<b>30 Day Hotline</b>	+\$15.00/M
3,008,695	<b>3 Month Count</b>	+\$10.00/M
	<b>Fundraiser Base Rate</b>	\$65.00/M
	<b>FTP/Email Delivery</b>	\$65.00/F

## DESCRIPTION

Enhanced by this insightful, valuable third-party data, this file offers the following information: age, income, ethnicity, religions, purchase interests, mail order donors, mail order buyers, mail order responders, causes financially supported, presence of children, number of children, home equity value, home loan value, marital status, credit card user, investors, education level, occupation type, political party, online buying, offline buying, retail purchase category, health insurance, health, medical, vitamins/supplements, prescription medications, weight loss, Covid-19 sentiment and many more.

AudienceFirst lists are recommended for marketers seeking the best results in:

- Commercial offers
- Insurance offers
- Medical offers
- Health offers
- Political fundraising
- Health fundraising
- Family causes
- Senior causes
- Environmental fundraising
- Children’s fundraising
- Social welfare fundraising
- Voter outreach
- Advocacy

\*Please inquire about email addresses and telemarketing counts and availability.

## LIST PROFILE & COSTS

**Source:** Online, Responders  
**Minimum Order:** 10,000

## SELECTS

Age	\$0/M
Gender	\$10.00/M
Ethnicity	\$20.00/M
Geo/SCF/ZIP	\$8.00/M
Religious	\$20.00/M
Lifestyle	\$10.00/M
Dwelling Type	\$10.00/M
Marital Status	\$10.00/M
Presence of Children	\$10.00/M
Education Level	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

## ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

## LIST MAINTENANCE

Counts Through	10/22/2020
Last Update	10/29/2020
Next Update	11/22/2020

## CONTACT

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**Please send clearances & orders to:**  
[Orders@YourAudienceFirst.com](mailto:Orders@YourAudienceFirst.com)

Counts	Segments	Prices
766,410	<b>Apparel – Children’s</b>	
296,240	<b>Apparel – Men’s – Big and Tall</b>	
1,705,992	<b>Apparel – Men’s</b>	
5,286,812	<b>Apparel – Women’s</b>	
189,418	<b>Apparel – Women’s Petite</b>	
2,528,194	<b>Apparel – Women’s – Plus Sizes</b>	
2,850,194	<b>Arts</b>	
6,275,648	<b>Bank Card</b>	
4,126,906	<b>Beauty/Cosmetics</b>	
2,284,079	<b>Boating/Sailing</b>	
3,212,916	<b>Books and Magazines</b>	
3,965,921	<b>Books and Music</b>	
4,014,030	<b>Camping/Hiking</b>	
3,596,971	<b>Cat Owner</b>	
288,555	<b>Children’s Apparel – Infants and Toddlers</b>	
300,889	<b>Children’s Learning and Activity Toys</b>	
2,166,261	<b>Children’s Products</b>	
2,415,256	<b>Collectibles – Antiques</b>	
3,189,330	<b>Collectibles – Coins</b>	
2,118,800	<b>Collectibles – Sports Memorabilia</b>	
1,942,165	<b>Collectibles – Stamps</b>	
7,100,142	<b>Cooking – Gourmet</b>	
7,576,074	<b>Crafts</b>	
5,982,950	<b>Current Affairs/Politics</b>	
5,664,917	<b>Dieting/Weight Loss</b>	
5,015,528	<b>Dog Owner</b>	
2,747,677	<b>Environmental Issues</b>	
442,957	<b>Equestrian</b>	
9,641,032	<b>Exercise/Health</b>	
4,470,384	<b>Fishing</b>	
3,171,468	<b>Gaming – Casino</b>	
8,311,759	<b>Gardening</b>	
3,867,078	<b>Golf</b>	
4,781,176	<b>Green Living</b>	
3,668,619	<b>Health and Beauty</b>	

4,604,735	<b>Hunting/Shooting</b>
1,070,722	<b>Jewelry</b>
10,457,314	<b>Mail Order Buyer</b>
10,463,788	<b>Mail Order Responder</b>
1,324,604	<b>Motorcycling</b>
7,309,013	<b>Music – Avid Listener</b>
3,078,885	<b>NASCAR</b>
4,382,486	<b>Reading – Financial Newsletter Subscribers</b>
9,914,061	<b>Reading – Magazines</b>
4,056,146	<b>Reading – Religious/Inspirational</b>
3,751,123	<b>Religious/Inspirational</b>
6,923,725	<b>Sweepstakes/Contests</b>
2,770,039	<b>Theater/Performing Arts</b>
4,665,761	<b>Travel – Cruise Vacations</b>
9,259,272	<b>Travel Grouping</b>
3,283,093	<b>Woodworking</b>