

# IMS Baking Enthusiasts

**Monthly Hotline:** 10,500    **12 Month Count:** 270,000  
**Mail - \$95/M    Non Profit - \$75/M**

IMS Baking Enthusiasts are into their food and want fresh and creative recipes every month. They have downloaded recipes from various sites and signed up for a weekly newsletter with updates on new recipes. Some of the more popular categories are breads, cakes, pies, and muffins. There are also message boards and surveys where they can share original recipes and vote on their favorites. A great target market for anything in the kitchen and around the home.

**Average Age:** 45

**Average Income:** \$45,000

23% Male

75% Female

*• Our consumer data is continuously updated and processed against both the USPS National Change of Address (NCOA) and Delivery Sequence File (DSF), producing a database that is highly deliverable (93% or better in most cases). The information is also carrier route and ZIP+4 coded using the USPS certified Coding Accuracy Support System (CASS).*

*• Selections are available through our unique multifaceted data overlay approach which appends information to transactional data using credit, public record, survey and census data information.*

## **For More Information, Contact:**

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## **Selections**

Monthly Hotline	\$10/M
Homeowner / Renter	\$10/M
Income	\$10/M
Age	\$10/M
Marital Status	\$6/M
MOB	\$10/M
Credit Card Holder	\$10/M
State, SCF, ZIP	\$6/M
Gender	\$6/M
LOR	\$10/M
Ethnicity	\$10/M
Presence of Children	\$10/M
Age of Children	\$15/M
Phones	\$55/M

## **Shipping**

CD	\$25/F
FedEx	\$25/F
Email	\$50/F
FTP	\$50/F

## **Telemarketing**

Inquire

## **Payment Due 30 Days After Mail Date**

## **Minimum Order**

5,000

## **Cancellation**

\$10/M

## **All Orders Cancelled After Mail Date Must Be Paid In Full**

## **Terms and Conditions:**

Stated prices are for one-time use only. Commissions are paid to recognized brokers and advertising agencies at industry rate. We believe the information concerning this list to be accurate but we cannot guarantee its accuracy or the outcome of the Mailing. We are not liable for any damages or loss sustained through the use of this list, nor for any special or consequential damages, and in no event shall our liability exceed the price of this list.