

# IMS Gardening Mail Buyers

**Quarterly Hotline:** 52,500    **12 Month Count:** 230,000  
**Mail - \$95/M    Non Profit - \$75/M**

These individuals have purchased products for their home garden such as tools, books, seeds, and more. All have responded and purchased through direct mail catalogs, print ads, and third party inserts. This list is responsive to direct mail offers such as home decor, collectibles, gifts, credit, and sweepstakes just to name a few. The list is 70% Female, most are Homeowners, Married with Children, and Average HHI is \$60K.

**Average Age:** 38

**Average Income:** \$60,500

29% Male

70% 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**

Quarterly 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.