

# Dunhill's American Lifestyle Database

## 34 million names

These U.S. consumers have provided a wealth of detailed information about their lifestyle and purchasing behavior, interests, financial needs, health condition, travel habits, home value, real estate and computer ownership.

Marketers can segment this large file for a variety of offers. Test this file for:

- ♦ Collectibles
- ♦ Credit card promotions
- ♦ Diet and nutrition
- ♦ Financial services
- ♦ Fundraising
- ♦ Health products
- ♦ High tech merchandise
- ♦ Home improvements
- ♦ Mail order selling
- ♦ Performing arts
- ♦ Publications
- ♦ Self improvement
- ♦ Sporting activities
- ♦ Sweepstakes and gambling
- ♦ Travel offers



This comprehensive database is enriched with a wide range of demographic and lifestyle selections. You can pinpoint exact prospects and buyers of your specific product or service. To significantly boost your sales and improve your marketing results.

You may select any number of breakdowns. Match your product to our list of prospects. Then, continue to combine a secondary product or service and any demographics that will narrow the audience to only those prospects who match your existing model. It's fun...it's easy...and it's very affordable.

Consumer marketers save valuable dollars by directing their marketing offer to pre-selected prospects that match their customer profile.

To get a count for a specific list category with your selections just call us and you will receive complete information in minutes. Ask for our Lifestyle Database Department.

Call today for our low, low prices. We won't be undersold.

**Accuracy is guaranteed or  
your money back.**

**dunhill**  
International List Co., Inc.

Order Toll Free 1-800-DUNHILL (386-4455)  
(561) 998-7800 FAX: (561) 998-7880  
sales@dunhills.com www.dunhills.com

# Dunhill's American Lifestyle Database

## DEMOGRAPHICS

### AGE

18 - 24	4,317,084
25 - 44	12,758,766
45 - 59	7,955,998
60 - 69	3,109,791
70 years or over	3,143,776

### CHILDREN'S AGES

0 - 24 months	3,260,396
2 - 4 years	3,083,390
5 - 12 years	7,961,522
13 - 17 years	4,136,325

(0-2, 3-6, 7-9, 10-12, 13-24 mo's & 13-15, 16-17 years available)

### OCCUPATION

Full-time homemaker	5,324,609
Management	2,740,722
Professional or technical	7,051,900
Sales or marketing	2,328,860
Tradesman or laborer	3,381,774
Retired	5,405,563
Self-employed	2,391,039
Gov't or military employee	353,117
Home business	247,019

### HOUSING

TYPE OF DWELLING	OWNER	RENTER
Apartment or condo	1,058,686	3,427,436
House-single family	11,947,473	1,829,352

### HOUSEHOLD SIZE

One	4,003,629
Two	8,887,842
Three	4,580,650
Four or more	6,879,877

### CREDIT CARDS

	REGULAR	PREMIUM
American Express	1,243,136	1,243,102
Discover	1,875,502	2,326,416
Visa or Mastercard	5,165,970	7,238,958
Retail or store card	1,482,802	1,078,899

### COLLECTORS

Coins	7,653,091
Dolls	4,444,770
Figurines	5,692,825
Sports memorabilia	4,091,915
Stamps	2,060,624

## DEMOGRAPHICS

### INCOME

Less than \$25,000	5,179,798
\$25,000 to \$35,000	4,607,909
\$35,000 to \$50,000	5,083,789
\$50,000 to \$75,000	4,420,501
\$75,000 to \$100,000	2,751,030
\$100,000 to \$150,000	759,984
Over \$150,000	124,162

## INTERESTS

### TRAVEL

TYPES OF VACATIONS	HAVE ENJOYED	INTERESTED IN TAKING
Cruises	3,796,265	8,797,738
Timeshare vacations	1,471,678	1,712,131
Family vacations	4,562,750	1,851,235

  

DESTINATION	DOMESTIC	INTERNATIONAL
Personal	11,398,597	1,150,246
Business	5,233,707	330,580

### HOME ELECTRONICS

	OWN	INTERESTED IN
Compact disc player (CD)	17,143,449	1,382,935
DVD player	4,206,598	2,288,542
Cellular phone	8,663,922	1,551,983
Cable	2,031,026	206,573
Satellite dish	302,726	218,481

### COMPUTERS

	OWN	INTERESTED IN
Home computer	13,455,176	3,566,851
CD-ROM	9,236,717	1,561,105
Internet service - any	8,045,402	2,083,728
DSL or high speed	1,091,126	539,893
Modem	6,744,431	1,185,228

### CHARITABLE CAUSES

Animal welfare	5,869,392
Children's	7,936,611
Environmental or wildlife	5,606,822
Health	5,908,419
Conservative political	1,925,915
Liberal political	954,226
Religious	4,446,533
Veteran's	5,613,019

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# Opt-in E-Mail Addresses for 2.5 Million

## INTERESTS

### FINANCE INVESTMENTS

	OWN	INTERESTED IN
Life insurance	10,141,491	1,201,961
Mutual funds	7,333,821	1,339,234
Stocks or Bonds	8,173,746	1,616,746

### HOME & LEISURE

	OWN	INTERESTED IN
Horse	836,540	592,447
Swimming pool	2,027,902	1,143,069

### HOBBIES

Casino gambling	1,506,794
Cooking - gourmet	5,958,971
- homestyle	8,183,856
- low fat	8,240,168
- other cooking	3,166,085
Crafts	10,335,485
Home improvement or repair	12,762,910
Home study courses	2,103,551
Self improvement courses	4,131,125
Sweepstakes or lotteries	7,312,503
Theater or performing arts	5,546,739
Wine appreciation	3,285,075
Woodworking	5,990,850

### READING, BOOKS, MAGAZINES

Astrology	2,212,545
Best selling fiction	9,843,232
Bible or devotional	8,240,270
Books on tape	2,435,369
Children's	6,350,004
Computer	4,254,346
Cooking or culinary	8,398,047
Country lifestyle	5,008,357
Fashion	6,038,809
History	4,218,884
Interior decorating	6,058,751
Medical or health	8,217,383
Military	1,706,048
Mystery	6,966,831
Natural health remedies	5,337,639
People or entertainment	7,910,301
Romance or intimacy	6,203,958
Science or technology	3,062,779
Science fiction	3,515,047
Sports	7,054,257
World news or politics	4,472,399

## INTERESTS

### PET OWNERS

Dog	9,537,989
Cat	7,109,463

### VEHICLE OWNERSHIP

	HAVE	LOOKING TO BUY
Motorcycle	1,574,113	662,701
Recreation Vehicle	1,998,238	813,635

### SPORTS

Baseball	10,230,905
Basketball	9,505,895
Camp or hike	8,426,730
Extreme sports	257,689
Fish	8,985,190
Fitness	7,042,625
Football	13,686,552
Golf	6,788,519
Hockey	3,499,423
Hunt	4,814,969
NASCAR	4,046,179
Scuba diving	834,624
Snow Skiing	2,783,709
Walking	362,868

## PURCHASE BEHAVIORS

### MAIL ORDER BUYERS

Apparel or Clothing	9,903,192
Books	7,369,820
Children's products	3,428,991
Cosmetics	2,509,956
Food gifts or products	2,800,684
Gifts	7,637,512
Home furnishings	2,695,184
Jewelry	787,891
Magazines	8,723,359
Men's big & tall clothing	352,741
Women's apparel/plus sizes	1,125,402
Video's or DVD's	2,176,419

### NUTRITION & DIET

To lose weight	14,026,442
To include calcium	2,698,062
To include vitamin supplements	7,088,369
To reduce fat or cholesterol	9,418,138
To use natural or herbal remedies	1,696,448
To include more vegetarian meals	1,097,850

## PRICING

### RATES

Base	\$60/M
Maximum selection charge (non-premium only)	\$18/M
Fundraiser	\$50/M
Fundraiser maximum charge	\$78/M

### SELECTION CHARGES

Demographic variables	\$5/M
Date of birth	\$8/M
Interests	\$5/M
Mail order buyers	\$5/M
Charitable causes	\$5/M
Religion or ethnicity	\$12/M
Opt-in e-mail	Inquire
Hotline or recency (1, 2 or 3 month)	\$10/M
Geographic selections (state, DMA, SCF, Nielsen @ county size, county, ZIP)	\$5/M

### PREMIUM LISTS

Highly targeted behavioral data (includes first selection)	
Computers and related	\$80/M
Investments	\$80/M
Expecting a baby	\$80/M
Lifestages	\$80/M
Women's apparel (plus sizes)	+\$80/M
Auto insurance - Renewal month	\$100/M
Cigarette smokers	Call for price

We have passed these files through the most current, highest standards of hygiene cleansing including: NOCA Processing, Delivery Sequenced Processing, LACS Processing, National Do Not Call Screen, and DMA Do Not Call Compliant.

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## SERVICES • TERMS • CONDITIONS

All lists are maintained in ZIP code sequence permitting State, City or SMA Selection. When ordering be sure to specify exact quantities. Because of constant list updating we assume no responsibility for shortages or overruns of your printed material. Lists are rented for one time use only and may not be recycled or reproduced without written permission. All telephone orders must be confirmed in writing. Lists may not be returned or exchanged. Cancelled orders are subject to running charges as payment for work in progress.

### DELIVERY SCHEDULE

Normal shipping time is 5 to 7 working days. Add \$100.00 for 48 hour service.

### POSTAGE REFUND GUARANTEE

Outgoing postage will be refunded at the minimum bulk rate in effect at the time of mailing for all undelivered mail in excess of our guarantee. Undeliverables must be returned to DILCO within 45 days of delivery from our plant. Postage refunds do not apply to additional mailings to the list.

## PRICES

### BASE PRICE

from \$60.00/M

### ADDITIONAL CHARGES

### LIST PRICE PLUS

Cheshire Labels	\$15.00/M
Pressure Sensitive (peel off)	\$10.00/M
Duplicate Set (Original Order)	\$30.00/M
Index Cards (3" x 5")	\$30.00/M
Keycoding (6 digits)	\$5.00/M
Carrier Route/Pre-Sort (min. \$25.00)	\$3.50/M
Telephone Numbers (where available)	\$15.00/M
E-mail/Diskette/FTP Delivery	\$50.00 Flat

### MINIMUM ORDER

**\$300.00**

Contact your Dunhill International list representative for special pricing and conditions regarding your selections.

**Prices subject to change.**

### CREDIT TERMS

Full payment is required in advance for unrated firms. Terms are net cash 30 days. Bank references required, Credit application on request.

### MEMBER:

Direct Marketing Association  
National Mail Order Association  
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