

Looking for a fast, easy and effective way  
to market your products and services?

Use E-mail marketing to reach new prospects in just seconds.

# 100% Opt-In E-mail Lists

E-mail marketing is the most effective, fastest and lowest cost marketing tool available to marketers. It is a way to introduce new products and services and drive prospects to your web site. Responses can be expected as soon as the e-mail message is received.

You will save money by targeting your prospects with custom marketing messages.

## Consumer Opt-in E-mail Addresses - 50 million

Community Involvement  
Charitable Causes  
Donors

### Demographics

Age  
Children  
Credit Card  
Education  
Gender  
Homeowner/Renter  
Income  
Marital Status

### Geography

### Interest Categories

Bicycling  
Bird Watching  
Camping  
Fishing  
Golf

Own A Horse  
Hunting/Shooting  
Motorcycle  
Physical Fitness  
Power Boating  
Recreational Vehicles  
Running  
Sailing  
Scuba Diving  
Snow Skiing  
Tennis  
Walking for Health  
Water Skiing

### Online Shopping Activities

Auctions  
Credit Card  
Grocery Shopping  
Home Insurance  
Insurance Quotes  
Life Insurance  
Purchase Automobiles

Purchase Books  
Purchase Business Travel  
Purchase Computer Equipment  
Purchase Computer Hardware  
Purchase Computer Software  
Purchase Gifts  
Purchase Music

### Purchase Intent Within 6 Mos

Camcorder  
CD Player  
Cell Phone  
Pager  
Personal Computer  
Satellite Dish  
VCR

### Travel

Cruise Ship Vacations  
Foreign Travel  
Frequent Flyer  
Travel In USA

## Business Opt-in E-mail Addresses - 5 million

Occupation  
Administrative  
Blue Collar  
Clerical  
Contractor  
Federal Employee  
Homemaker  
Middle Management  
Military  
Nurses  
Professional/Technical  
Retired

Sales/Marketing  
Small Business Owners  
Student  
Upper Management  
Work at Home

### Professionals

Accountants  
Allied Health Practitioners  
Dentists  
Doctors by Specialty  
Insurance Brokers/Agents

Lawyers  
Optometrists  
Real Estate Agents  
Stockbrokers

Type of Business  
SIC code

**dunhill**  
International List Co., Inc.  
www.dunhills.com

Call, fax or e-mail your list inquiries to:

1-800-DUNHILL (386-4455) ♦ fax (561) 998-7880 ♦ [elists@dunhills.com](mailto:elists@dunhills.com)

# CONSUMER OPT-IN E-MAIL LISTS

Opt-In E-Mail Marketing Delivers Immediate Response and Results!

Reach over 50 million active online consumers

Target your next e-mail marketing campaign by

- Age
- Income
- Lifestyle
- Gender
- Hobbies
- Occupation
- Presence of Children
- Geography
- Online Buyer Type

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## CONSUMER INTEREST E-MAIL & POSTAL ADDRESSES

**10 million names**

Sourced through postal and e-surveys this file provides selections such as: online purchase intent by category, lifestyle/interest selections and life changing events. This file also includes both postal addresses and telephone numbers for the ultimate convergence campaign.

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## CONSUMER ADDRESS MASTERFILE

**20 million records**

E-mail data is collected via postal and e-mail surveys. Demographic, psychographic and geographic selects are available such as high tech households, investors and online buyers of travel, stocks, music, gifts, electronics and toys.

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## CONSUMERS BY INTEREST

**14 million records**

Collected from a network of web sites pertaining to consumer interests, this file is unique in its ability to target detailed interest categories. Also, this list offers the ability to track responders, so they can be targeted in follow-up campaigns.

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## CONSUMER ADDRESSES FROM BINGO.COM

**500,000 records**

One of the most responsive gaming sites on the Internet as noted in the Wall Street Journal, Bingo.com, serves as a lead-generator for over 400 casinos nationally and internationally. These members have casino credit lines.

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## CONSUMER HEALTH E-MAIL MASTERFILE

**750,000 records**

This ailment file is collected from postal surveys sent out to U.S. households semi-annually. Certain prescription drugs and over-the-counter pain relievers are selectable such as Allegra, Prilosec, Advil and Robitussin.

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## CONSUMER SURVEY MASTERFILE

**679,500 records**

Compiled by mail surveys, this file is rich in selects including age, income, gender, home ownership/value, education level, length of residence, marital status, presence of children, occupation and more! Matching postal addresses & telephone numbers is available.

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## CONSUMER ADDRESSES FROM TRAVELPACKETS.COM

**800,000 records**

This is an opt-in e-mail database of people who want to receive information for any of 42 travel destinations and traveler interest e-mailings. Gender, age, and geography are selectable.

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## CONSUMER ADDRESSES FROM GROUPLOTTO.COM

**3 million names**

This is an opt-in e-mail database of online lottery sweepstakes players, sports betters and gamblers. Postal and telephone numbers are available for follow-up. Selections include age, gender, and geography.

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## CONSUMER ADDRESSES FROM SPEEDYCLICK.COM

**7 million records**

This database is comprised of SpeedyClick.com members. Target large groups of consumers by age, gender and geography. Included are gamers and auction participants. Minimum order 75,000 names.

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## CONSUMER ADDRESSES FROM INTERNETMALL.COM

**1.9 million records**

This file consists of online shoppers who utilize Internet Mall as a portal. Target large groups of online buyers by age, gender and geography. Shoppers purchase items from over 60,000 online merchants. 90% have credit cards. Minimum order 75,000 names.

# BUSINESS OPT-IN E-MAIL LISTS

**Opt-In E-Mail Marketing Delivers Immediate Responses and Results!**

**Reach busy executives and professionals at business e-mail addresses.**

These lists are ideal prospects for business marketers including hardware and software offers, newsletters and trade magazines, web site announcements, membership offers, travel, office supplies, online service providers, health and fitness offers, electronic newsletters & web tracking companies, CRM solutions and more.

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## BUSINESS-TO-BUSINESS MASTERFILE

### 6 million records

Compiled through postal and e-surveys sent to C-Level and key executives in all size companies, these respondents opt-in to receive relevant third-party offers. This file is selectable by key contact, job title, SIC Code, employee size, sales volume and geography.

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## BUSINESS ADDRESSES FROM B2BNOW.COM

### 580,000 records

The database contains members of B2Bnow.com. This file is selectable by industry and job function. Most companies have 50-250 employees. These executives are eager to receive business offers for your products.

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## STOCKBROKERS

### 50,000 records

Compiled through postal and e-surveys sent to series 6 and 7 licensed stockbrokers, they are among the top-notch stockbrokers Wall Street has to offer. The file is selectable by gender and geography. These stockbrokers are college educated with above average incomes.

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## ATTORNEYS

### 73,000 records

Opted-in to our database via postal surveys, these educated and high income attorneys are ideal prospects for legal publications, continuing education offers, computer software/ hardware, investments, legal-related products, insurance/financial offers, seminars & travel.

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## PROFESSIONALS

### 2.5 million records

Compiled through postal and e-surveys sent to professionals in companies with under 10 employees, these individuals opt-in to receive relevant third-party offers. The file is selectable by job title, SIC Code, firm size, geography, etc. Included are medical professionals, accountants, engineers, consultants, architects, etc.

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## CORPORATE GIFT BUYERS

### 15,000 records

This database is comprised from a network of web sites, e-surveys and co-registrations. They are double opt-names and are selectable by age, gender and geography. We also offer special minimums for testing purposes.

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## PHYSICIANS & DENTISTS

### 57,000 names

This database is comprised of both physicians by specialties and dentists collected via postal & e-surveys. These physicians are ideal prospects for medical publications, insurance/financial offers, seminars, luxury items & travel.

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## BUSINESS ADDRESSES FROM FREEMERCHANT.COM

### 97,335 records

The database contains members of FreeMerchant.com. Members of Freemerchant.com are primarily retail businesses of 1-50 employees who are interested in advertising and promoting their products online. They receive the following benefits: Self-Service Support through tutorials and FAQs, Internet Site Hosting with no preset limits, Internet Store Builder, Catalog Importer, Email Account, Real Domain Hosting, Traffic Logs, Inventory Control (Manually), Store Templates, Discounted Corporate Services & Offers, Customer List Manager for up to 10 people, Banner Exchange and Web Stores Best Practices Workbook

**View datacards online [www.dunhills.com](http://www.dunhills.com)**

**Prices from \$25 per thousand records - Inquire**

**For more information,  
CALL  
1-800-DUNHILL (386-4455)  
[elists@dunhills.com](mailto:elists@dunhills.com)**



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**Highly Responsive, 100% Targeted**

# ***Opt-In E-mail Lists***

**Increase effectiveness and reduce  
 your marketing costs today!**

*All lists are cleaned everyday to maintain deliverability*

## **Additional Selections:**

- Credit Card Frequency
- Credit Card Purchases
- Credit Card Type
- Demographic Data
- Home Owner Status
- Intender Data
- Investments
- Lifestyles
- Long Distance Spending
- Online Commerce
- Online Spending
- Ownership
- Phone Features
- Phone Lines (Number of)
- Postal Address
- Presence of Children
- Telecommunications
- Time Online Per Week

These 100% opt-in e-mail lists are ideal for all consumer and business marketers including offerings for computer software and hardware, investments and financial products, newsletters, magazines, memberships, travel and leisure, book and record clubs, online service providers, health and fitness, electronic newsletters, entertainment and more.

*Inquire about our E-mail Appending Service... where permission e-mail addresses are appended to your customer and prospect database.*



**Call, fax or e-mail your list inquiries to:**

**1-800-DUNHILL (386-4455) ♦ fax (561) 998-7880 elists@dunhills.com**