

NEW LIST

AMERICAN LIFESTYLE DATABASE

1045-7

122 Million Consumers
36 Million Email Addresses

This comprehensive consumer database is enriched with a vast range of demographic and lifestyle selections to pinpoint exact prospects and buyers of specific products or services.

These U.S. families have provided information about their lifestyle and purchasing behaviors, interests, financial needs, health condition, travel habits, value of their homes, autos, yachts, airplanes, real estate and investment holdings. Marketers can segment this large file for a variety of offers. Consider this file for financial, health and travel offers, home improvements, fundraising, publications, self-improvement, high-ticket merchandise, photography, gardening, cooking and more.

Select by lifestyle, demographic and geography.

NCOA processed quarterly. Telephones are available (\$25/M)

Zip+4 appended

Minimum test 5,000 names

Mail Order Buyers: (samples) (add \$10/M)

| | | | |
|---------------------|------------|------------------|------------|
| Apparel or Clothing | 37,972,030 | Food Products | 27,687,815 |
| Books | 71,743,103 | Home Furnishings | 67,282,760 |
| Children's Products | 35,531,472 | Video's/DVD's | 35,143,319 |
| Cosmetics | 31,188,150 | | |

Hobbies & Interests:

(samples) (add \$10/M)

| | |
|----------------------------|------------|
| Car Repair | 33,135,731 |
| Cooking-Gourmet | 48,162,051 |
| Cooking-Low Fat | 20,051,236 |
| Cooking-Other | 47,519,064 |
| Crafts | 50,215,691 |
| Home Improvement/Repair | 4,199,194 |
| Knitting/Needlework/Sewing | 17,003,814 |
| Self-Improvement | 18,448,069 |
| Sweepstakes/Lotteries | 27,998,524 |
| Theater or Performing Arts | 12,376,391 |
| Wine Appreciation | 12,426,043 |
| Woodworking | 17,172,052 |

Sports Enthusiasts:

(samples) (add \$10/M)

| | |
|---------------------|------------|
| Baseball | 14,182,446 |
| Basketball | 13,033,387 |
| Camping or Hiking | 19,884,084 |
| Fishing | 22,407,864 |
| Fitness or Exercise | 30,260,649 |
| Football | 18,969,774 |
| Golf | 17,926,092 |
| Hockey | 5,038,120 |
| Hunting | 20,451,606 |
| NASCAR | 11,465,375 |
| Running | 7,460,262 |
| Walking | 22,893,526 |

Travel: (add \$10/M)

| | |
|---------------------|------------|
| Cruises | 17,784,941 |
| Time Share | 4,300,000 |
| Family Vacations | 6,728,423 |
| Domestic | 40,195,703 |
| International | 15,961,132 |
| Travelers by Income | |

Collectors: (add \$10/M)

| | |
|--------------------|------------|
| Antiques | 18,816,786 |
| Art | 3,151,131 |
| Coins | 12,581,358 |
| Sports Memorabilia | 5,450,289 |
| Stamps | 6,232,306 |
| Other | 37,402,237 |

Sample Mailing Piece Required

018

OVER >

80 Years in the Mailing List Business

All lists are rented for one time use and may not be reproduced or reused without prior written permission.

\$90/M one-time use
\$180/M unlimited use
Add
\$100/M email addresses
(\$500.00 Minimum)

Material

E-mail/FTP \$65/F
P/S Labels \$30/M

Broadcasting Service:

\$50/M Deployment
\$375.00 minimum
\$150.00 set up fee
\$100.00 Suppression
Creative Design - Inquire

Selection:

Demographics \$10/M
Lifestyle \$10/M
State/SCF/Zip \$5/M
Telephones \$25/M

Commission

20% to recognized
brokers

Cancellation Policy

All orders cancelled
before the mail date
will incur a \$50 flat
cancellation fee, along
with \$10/M running
charges plus shipping.
Full charges will apply
to all orders cancelled
after mail date.

48-hour delivery add
\$100.00

M=per thousand names
F=flat rate



Prices Subject to Change

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Your Source Today



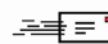
EST. 1938



By Internet
www.dunhills.com
dunhill@dunhills.com



By Fax
(561) 998-7880



By Mail
6400 Congress Ave, Ste 1750
Boca Raton, FL 33487-2898



By Phone
(561) 998-7800
M-F 9:00am-6:00pm

Beer Preference by Brand:
(samples) (add \$10/M)

| | |
|---------------|--------------|
| Amstel Light | Corona |
| Any Budweiser | Craft Beer |
| Any Coors | Dogfish Head |
| Any Heineken | Dos Equis |
| Bass | Guinness |
| Becks | Sam Adams |

Restaurant Preferences:
(samples) (add \$10/M)

| | |
|-------------------------|-------------------------|
| Asian Restaurant | Soup/Salad Restaurant |
| Italian Restaurant | Bar & Grill |
| Mexican Restaurant | Kids' Restaurant |
| Other Ethnic Restaurant | Family Style Restaurant |
| Pizza Restaurant | Full Service Restaurant |
| Seafood Restaurant | Grill/Buffer Restaurant |

Music Buffs: (add \$10/M)

| | |
|---------------|------------|
| Avid Listener | 40,582,236 |
| Home System | 23,504,693 |
| Collector | 4,408,826 |

Pet Owners: (add \$10/M)

| | |
|-------------------|------------|
| Cat/Kitten Owners | 18,680,185 |
| Dog/Puppy Owners | 26,624,107 |

Reading Preferences- (add \$10/M)

| | | | |
|-----------------------|------------|-----------------|------------|
| Audio | 1,914,502 | General | 50,050,782 |
| Best-Sellers | 8,632,586 | Magazines | 63,603,346 |
| Bible or Devotional | 8,405,603 | Science Fiction | 993,062 |
| Financial Newsletters | 17,584,400 | | |

Computer Equipment: (add \$10/M)

| | |
|----------------|------------|
| Home Computer | 73,800,951 |
| Cable Internet | 9,776,946 |
| DSL Internet | 15,596,493 |

Other: (add \$15/M)

| | |
|-------------------|-----------|
| Yacht/Boat Owners | 2,565,104 |
| Pilot | 564,887 |
| Aircraft Owner | 261,216 |

Donors: (add \$15/M)

| | | |
|-------------------------|--------------------------------|-------------------------------|
| Animal Welfare Causes | Environment or Wildlife Causes | Political Conservative Causes |
| Art and Cultural Causes | Health Causes | Political Liberal Causes |
| Charitable Causes | International Aid Causes | Religious Causes |
| Children's Causes | Political Causes | Veteran's Causes |

Vehicle Ownership: (add \$10/M)

By Make, Model & Year - Inquire

| | |
|------------|------------|
| Truck | 24,096,874 |
| Motorcycle | 5,397,640 |

Adult Ages: (add \$10/M)

| | |
|------------------|------------|
| 18-23 Years | 1,626,023 |
| 24-43 Years | 32,230,387 |
| 44-59 Years | 38,190,370 |
| 60-69 Years | 14,992,139 |
| 70 Years or over | 15,924,711 |

Children's Ages: (add \$10/M)

| | |
|-------------|------------|
| 0-24 Months | 7,396,804 |
| 2-4 Years | 6,199,997 |
| 5-10 Years | 10,162,411 |
| 11-17 Years | 16,909,678 |

Length of Residency: (add \$10/M)

| | |
|---------------------|------------|
| Less than 12 months | 2,796,059 |
| 1 to 10 years | 43,854,914 |
| More than 10 years | 43,854,914 |

Number of People in Household: (add \$10/M)

| | |
|-----------|------------|
| 1 | 31,824,884 |
| 2 | 32,645,841 |
| 3 | 25,480,698 |
| 4 or more | 31,012,526 |

Marital Status: (add \$10/M)

| | |
|---------|------------|
| Married | 57,977,993 |
| Single | 41,594,194 |

Gender: (add \$5/M)

| | |
|--------|------------|
| Male | 60,399,413 |
| Female | 43,566,129 |

Ethnicity: (add \$10/M)

| |
|------------------------------|
| By Country of Origin |
| Hispanic Language Preference |

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Investors: (add \$10/M)

| | |
|-----------------|------------|
| Foreign | 1,920,588 |
| Life Insurance | 13,789,266 |
| Real Estate | 9,506,086 |
| Stocks or Bonds | 17,084,334 |

Credit Cards: (add \$10/M)

| | <u>Regular</u> | <u>Premium</u> |
|--------------------|----------------|----------------|
| American Express | 11,366,161 | 2,309,390 |
| Discover Card | 8,919,602 | 3,626,250 |
| VISA/MasterCard | 39,461,822 | 12,593,184 |
| Other (Retail/Gas) | 1,579,098 | 9,213,577 |

Occupation: (samples) (add \$10/M)

| | | | |
|---------------------|-----------|--------------------|-----------|
| Full-time Homemaker | 8,186,634 | Sales or Marketing | 2,279,283 |
| Executive | 2,176,630 | Retired | 3,713,097 |
| Management | 4,296,054 | Health Services | 6,876,446 |
| Professional | 2,008,524 | Civil Service | 386,357 |

Type of Dwelling: (add \$10/M)

| | |
|---------------------------|------------|
| Apartment/Condo/Multiplex | 15,648,317 |
| House-Single Family | 58,151,674 |

Income of Household: (add \$10/M)

| | | | |
|----------------------|------------|----------------------|------------|
| Less than \$20,000 | 14,641,271 | \$50,000 to \$74,999 | 28,017,882 |
| \$20,000 to \$39,999 | 20,333,359 | \$75,000 to \$99,999 | 14,621,783 |
| \$40,000 to \$49,999 | 11,949,087 | \$100,000 plus | 19,767,690 |

Suggested Usage:

This is an excellent prospect file for a broad array of business and consumer offers including; videos, seminars, insurance, investments, credit cards, executive gifts, computers, online services, travel, catalogs, newsletters, magazines, professional related products, etc.

Related Lists Available from Dunhill International:

- Golfers
- Investors
- Travelers
- Casino Gamblers
- Business Owners
- Computer Owners
- Business Travelers at Home by Travel Frequency
- Veterans
- Contributors
- New Movers
- Online Consumers
- Families with Children
- Wealthy Sportsmen
- Consumers with Ailments

Dunhill International's broad range of services includes Mailing, Telemarketing and Email Lists, Digital Display Advertising, Email Address Appending, Telephone and Cell Phone Appending, Reverse Appending, List Hygiene, List Brokerage and Consultation plus Printing.

Additional Selections>

80 Years in the Mailing List Business

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Material

E-mail/FTP \$65/F
 P/S Labels \$30/M

Broadcasting Service:

\$50/M Deployment
 \$375.00 minimum
 \$150.00 set up fee
 \$100.00 Suppression
 Creative Design - Inquire

Selection:

Demographics \$10/M
 Lifestyle \$10/M
 State/SCF/Zip \$5/M
 Telephones \$25/M

Commission

20% to recognized
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M=per thousand names
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**Prices Subject to
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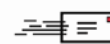
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By Internet
www.dunhills.com
dunhill@dunhills.com



By Fax
 (561) 998-7880



By Mail
 6400 Congress Ave, Ste 1750
 Boca Raton, FL 33487-2898



By Phone
 (561) 998-7800
 M-F 9:00am-6:00pm

Additional Selects (Samples)

| | |
|--|--|
| Adopt a child | Health & Beauty |
| Affiliated-Democratic Party | Health Enthusiasts |
| Affiliated-Republican Party | Hispanic Language Preference |
| Affluent Homeowner/Traveler | Home & Garden |
| Affluent Singles/Couples/Parents/Seniors | Home Renter |
| Ailment | Hotel by Company |
| Apparel Buyers – Women/Men/Children | Interest in New/Used Car by Model |
| Arts & Antiques - Antiques | Leisure Time Activity Preference |
| Auto Insurance (by Company) | Life Insurance by Company |
| Aviation | Low Calorie Cooks |
| Bank by Company | Magazine by Type |
| Bargain Shoppers | Medical Insurance by Carrier |
| Boat Owner | Millennial Moms |
| Build or buy a home | Moms of College Students |
| Buy a home – New/pre-owned/vacation | Moms of Elementary Schoolers |
| Buy a powerboat or sailboat | Moms of High Schoolers |
| Buy Accessories by Store Brand | Moms of Middle Schoolers |
| Buy Apparel by Store Brand | Moms with Big Families |
| Buy Jewelry/Watch | Mortgage Data (send for info) |
| Cell Phone Service by Company | Movie Goer |
| Christian Families | Museum Visitor |
| Concert Goers | Parents for the First Time |
| Contributor by Type | Parents of Infants to Toddlers |
| Cosmetics by Brand | Purchase Online |
| Country of Origin | Purchase with Mobile Phone |
| Credit Card User by CC Type | Radio Listening by Format |
| Current Affairs / Politics | Served Committee/Some Local Org |
| Design or build a new home | Served Officer/Some Club or Org |
| Dieters | Signed Public or Civic Petition |
| Dieting / Weight Loss | Small Business Owners |
| Disconnected from TV | Social Media User by Application |
| DIYers | SOHO Indicator |
| Early Technology Adopter | Stock/Securities/Investment Buyers by Type |
| Email Prospect List Selector | Streaming Video Services User |
| Email Responder by Store Brand | Timeshare |
| Employment Status | Travelers (by income) |
| Expect a grandchild | TV Viewer by Channel |
| Fitness Warriors | Type Vehicle Currently Drive |
| Generations in Household | Vacation Home |
| Get engaged | Video Game Type Preference |
| Get married | Warehouse Club Member by Company |