

**NEW LIST**

**AMERICAN LIFESTYLE DATABASE**  
27 million consumers

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**1045-7**

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 demographic (age, gender, income), geography (State, SCF, ZIP) and lifestyle (contributor, mail order buyer, occupation, hobby, travel interest, credit card, diet, sport interest, pet owner, investor, and more).**

**NCOA processed quarterly.**  
**Zip+4 appended**  
Minimum test 5,000 names

**Mail Order Buyers:** (add \$15/M)

|                     |             |                  |             |
|---------------------|-------------|------------------|-------------|
| Apparel or Clothing | 4.9 million | Gifts            | 3.0 million |
| Books               | 3.0 million | Home Furnishings | 1.4 million |
| Children's Products | 1.5 million | Magazines        | 3.3 million |
| Cosmetics           | 1.4 million | Video's/DVD's    | 2.3 million |
| Food Products       | 1.6 million | Other Products   | 2.0 million |

**Hobbies & Interests:** (add \$15/M)

|                    |             |                            |             |
|--------------------|-------------|----------------------------|-------------|
| Baking             | 5.3 million | Home Improvement/Repair    | 4.4 million |
| Bird-Watching      | 1.6 million | Knitting or needlework     | 2.0 million |
| Car Repair         | 1.9 million | Quilting                   | 1.0 million |
| Cooking-Gourmet    | 1.8 million | Scrapbooking               | 1.7 million |
| Cooking-Home Style | 4.9 million | Self-Improvement Courses   | 2.5 million |
| Cooking-Low Fat    | 2.3 million | Sweepstakes/Lotteries      | 2.6 million |
| Cooking-Other      | 5.9 million | Theater or Performing Arts | 2.1 million |
| Crafts             | 3.5 million | Wine Appreciation          | 1.5 million |
|                    |             | Woodworking                | 1.7 million |

**Music Preferences:** (add \$15/M)

|                     |             |
|---------------------|-------------|
| Christian or Gospel | 3.0 million |
| Classical           | 2.6 million |
| Country             | 5.5 million |
| Jazz                | 1.9 million |
| Rhythm N Blues      | 2.7 million |
| Rock N Roll         | 4.9 million |
| Other               | 3.0 million |

**Collectors:** (add \$15/M)

|                    |             |
|--------------------|-------------|
| Coins              | 2.7 million |
| Dolls              | 1.2 million |
| Figurines          | 1.9 million |
| Ornaments          | 1.0 million |
| Sports Memorabilia | 1.3 million |
| Stamps             | 0.6 million |
| Other              | 3.9 million |

**Sample Mailing Piece Required**

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**Over 70 Years in the Mailing List Business**

**OVER >**

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\$80/M one time use  
\$160/M unlimited use

Material

|            |         |
|------------|---------|
| Barcode    | Inquire |
| Diskette   | \$50/F  |
| E-mail/FTP | \$50/F  |
| P/S Labels | \$15/M  |
| Presort    | Inquire |

Selection

|                   |        |
|-------------------|--------|
| Demographics      | \$10/M |
| Key Code(6 digit) | \$5/M  |
| Lifestyle         | \$15/M |
| State/SCF/Zip     | \$5/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



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**By Phone**  
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M-F 8:30am-6:00pm

# AMERICAN LIFESTYLE DATABASE

27 million names

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## Reading Preferences-Books/Magazines (add \$15/M)

|                          |             |
|--------------------------|-------------|
| Best-Selling Fiction     | 3.9 million |
| Bible or Devotional      | 3.6 million |
| Children's               | 2.0 million |
| Computers                | 1.1 million |
| Cooking or Culinary      | 4.3 million |
| Country Lifestyle        | 2.0 million |
| Fashion                  | 1.8 million |
| History                  | 1.7 million |
| Interior Decorating      | 2.4 million |
| Medical and Health       | 3.3 million |
| Mystery                  | 2.8 million |
| Natural Health Remedies  | 2.0 million |
| People and Entertainment | 3.0 million |
| Romance                  | 2.3 million |
| Science & Technology     | 1.2 million |
| Science Fiction          | 1.3 million |
| Sports                   | 2.5 million |
| World News or Politics   | 1.8 million |

## Other: (add \$15/M)

|                   |         |
|-------------------|---------|
| Yacht/Boat Owners | 840,000 |
| Pilot             | 550,000 |
| Aircraft Owner    | 150,000 |

## Computer Equipment: (add \$15/M)

|                  | <u>Own</u>  | <u>Looking To Buy</u> |
|------------------|-------------|-----------------------|
| Home Computer    | 6.6 million | 1.1 million           |
| CD-ROM           | 0.9 million | 0.1 million           |
| Internet Service | 5.5 million | 1.2 million           |
| DSL / High Speed | 2.7 million | 0.7 million           |

## Home Electronics: (add \$15/M)

|                | <u>Own</u>  | <u>Looking To Buy</u> |
|----------------|-------------|-----------------------|
| Cellular Phone | 7.1 million | 608,000               |
| CD Player      | 7.0 million | 270,000               |
| DVD Player     | 7.3 million | 570,000               |

## Vehicle Ownership: (add \$15/M)

| <u>By Make, Model &amp; Year - Inquire</u> |             |
|--|-------------|
| SUV  | 1.8 million |
| Sports Car                                 | 1.6 million |
| Pick Up Truck                              | 2.2 million |

## Pet Owners: (add \$15/M)

|                   |             |
|-------------------|-------------|
| Cat/Kitten Owners | 6.7 million |
| Dog/Puppy Owners  | 4.9 million |

## Sports Enthusiasts, Watch/Participate: (add \$15/M)

|                     |             |
|---------------------|-------------|
| Baseball            | 1.5 million |
| Basketball          | 1.7 million |
| Camping or Hiking   | 2.0 million |
| Fishing             | 3.3 million |
| Fitness or Exercise | 2.4 million |
| Football            | 1.6 million |
| Golf                | 1.7 million |
| Hockey              | 1.5 million |
| Hunting             | 1.9 million |
| NASCAR              | 3.0 million |
| Running             | 1.2 million |
| Walking             | 5.0 million |

## Donors To Social Causes: (add \$15/M)

|                         |             |
|-------------------------|-------------|
| Animals                 | 2.1 million |
| Children's              | 2.8 million |
| Environment or Wildlife | 2.1 million |
| Health                  | 7.3 million |
| Political Causes        | 1.2 million |
| Religious               | 3.3 million |
| Veteran's Causes        | 2.4 million |
| Other                   | 2.0 million |

## Travel: (add \$15/M)

### Types of Vacations:

|                  |             |
|------------------|-------------|
| Cruises          | 2.5 million |
| Time Share       | 0.7 million |
| Family Vacations | 3.1 million |
| Casino           | 2.3 million |

### Travel For:

|          |             |
|----------|-------------|
| Personal | 5.8 million |
| Business | 0.7 million |

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\$80/M one time use  
\$160/M unlimited use

**Adult Ages:** (add \$10/M)

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

|                  |             |             |             |
|------------------|-------------|-------------|-------------|
| 18-24 Years      | 2.1 million | 0-24 Months | 0.9 million |
| 25-44 Years      | 4.8 million | 2-4 Years   | 0.9 million |
| 45-59 Years      | 4.7 million | 5-12 Years  | 2.2 million |
| 60-69 Years      | 2.3 million | 13-17 Years | 1.8 million |
| 70 Years or over | 3.1 million |             |             |

**Investors:** (add \$15/M)

|                 | <u>Own</u>  | <u>Looking To Buy</u> |
|-----------------|-------------|-----------------------|
| Life Insurance  | 4.8 million | 570,000               |
| Mutual Funds    | 2.5 million | 290,000               |
| Stocks or Bonds | 2.7 million | 355,000               |
| Other           | 2.4 million | 553,000               |
| 401k Plan       | 0.7 million | 70,000                |

**Credit Cards:** (add \$15/M)

|                    | <u>Regular</u> | <u>Premium</u> |
|--------------------|----------------|----------------|
| American Express   | 0.5 million    | 0.6 million    |
| Discover Card      | 0.7 million    | 1.2 million    |
| VISA or MasterCard | 3.0 million    | 4.3 million    |
| Other Credit Cards | 1.4 million    | 0.9 million    |

**Occupation:** (samples) (add \$15/M)

|                           |             |
|---------------------------|-------------|
| Full-time Homemaker       | 2.6 million |
| Management                | 1.4 million |
| Professional or Technical | 2.8 million |
| Sales or Marketing        | 1.0 million |
| Tradesmen or Laborer      | 1.9 million |
| Retired                   | 3.4 million |
| Self-employed             | 1.4 million |
| Home Based Business       |             |
| Owner                     | 0.4 million |
| Other                     | 1.9 million |

**Type of Dwelling:** (add \$15/M)

|                     | <u>Owner</u> | <u>Renter</u> |
|---------------------|--------------|---------------|
| Apartment or Condo  | 0.4 million  | 1.4 million   |
| House-Single Family | 7.0 million  | 1.0 million   |
| Other Type          | 0.8 million  | 0.5 million   |

**Veteran Living in Household:** (add \$15M) 698,000

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**Material**

|            |         |
|------------|---------|
| Barcode    | Inquire |
| Diskette   | \$50/F  |
| E-mail/FTP | \$50/F  |
| P/S Labels | \$15/M  |
| Presort    | Inquire |

**Selection**

|                   |        |
|-------------------|--------|
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| State/SCF/Zip     | \$5/M  |

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**Income of Household:** (add \$15/M)

|                      |             |
|----------------------|-------------|
| Less than \$25,000   | 2.5 million |
| \$25,000 to \$34,999 | 2.0 million |
| \$35,000 to \$49,999 | 2.3 million |
| \$50,000 to \$74,999 | 2.4 million |
| \$75,000 to \$99,999 | 1.0 million |
| \$100,000 plus       | 0.8 million |

**Nutrition & Diet:** (add \$15/M)

|                             |             |
|-----------------------------|-------------|
| Lose weight                 | 5.6 million |
| Include calcium             | 3.3 million |
| Include vitamin supplements | 3.3 million |
| Reduce fat or cholesterol   | 4.7 million |
| Reduce sugar                | 3.8 million |
| Use herbal remedies         | 1.0 million |

**Length of Residency:** (add \$15/M)

|                     |             |
|---------------------|-------------|
| Less than 12 months | 1.3 million |
| 1 to 10 years       | 5.0 million |
| More than 10 years  | 4.5 million |

**Number of People in Household:** (add \$15/M)

|           |             |
|-----------|-------------|
| 1         | 2.0 million |
| 2         | 4.1 million |
| 3         | 1.9 million |
| 4 or more | 2.5 million |

**Home & Leisure:** (add \$15/M)

|               |             |
|---------------|-------------|
|               | <u>Own</u>  |
| Horse         | 0.4 million |
| Swimming Pool | 1.1 million |

**Marital Status:** (add \$15/M)

|         |             |
|---------|-------------|
| Married | 6.5 million |
| Single  | 3.7 million |

**Gender:**

|      |             |        |            |
|------|-------------|--------|------------|
| Male | 6.7 million | Female | 10 million |
|------|-------------|--------|------------|

**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:**

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