

NEW LIST

AMERICAN LIFESTYLE DATABASE

122 million consumers

ORDER NOW-www.dunhills.com

1045-1

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

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

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

www.dunhills.com

061

Over 70 Years in the Mailing List Business

OVER >

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

\$75/M one time use
\$150/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	\$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



MAJOR CREDIT CARDS ACCEPTED

Your Source for Effective Mailing and Telemarketing Lists Since 1938... 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

Copyright 2011©

AMERICAN LIFESTYLE DATABASE

122 million names

1045-1

page 2

Sports Enthusiasts, Watch/Participate: (add \$10/M)

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

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	2,667,525	General	75,114,172
Best-Sellers	12,245,781	Magazines	77,640,245
Bible or Devotional	15,272,848	Science Fiction	4,984,028
Financial Newsletters	10,729,164		

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)

Social Causes	33,552,306
---------------	------------

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

AMERICAN LIFESTYLE DATABASE

122 million names

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, Email Address Appending, Telephone and Cell Phone Appending, Reverse Appending, List Management, List Brokerage and Consultation.

Over 70 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.

1045-1

page 3

\$75/M one time use
\$150/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	\$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



MAJOR CREDIT CARDS ACCEPTED

Your Source for Effective Mailing and Telemarketing Lists Since 1938...
Your Source Today



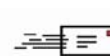
EST. 1938



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