



"Your Direct Marketing Professionals"

## Affordable Consumer Database From KM Lists

----- UPDATED -----

Jan 1, 2010  
Data Verified: Jan 1, 2010

----- PERSONNEL -----

**List Manager**  
KM Lists  
9004C Lincoln Drive West  
Marlton, NJ 08053  
Phone: 800-635-5833  
Fax: 856-988-6662  
URL: <http://www.kmlists.com>

----- SELECTIONS WITH COUNTS -----

-  
Counts Thru: Dec 2009  
Minimum order 5,000 records

Selections	Counts	Price per/M
Universe	184,000,000	\$35.00
Universe of households	122,000,000	\$35.00

Contact	Title	Phone	Fax	E-mail
Pam Holden	VP	800-635-5833	856-988-6662	<a href="mailto:pam.holden@kmlists.com">pam.holden@kmlists.com</a>
		Ext. 11		

----- OTHER SELECTIONS -----

Selections	Rate	Per Unit	Note
Age - Adult Age Ranges Present In Household	\$5.00	M	extra
Age - Head Of Household	\$7.00	M	extra
Age - Individual	\$7.00	M	extra
Business Owner In The Household	\$25.00	M	extra
Buying Activity - Buying Channel Preference Propensity	\$7.00	M	extra
Buying Activity - Preferred Method Of Payments	\$8.00	M	extra
Buying Activity - Retail Purchase Categories	\$15.00	M	extra
Buying Activity - Select Amount Ranges Online & Offline	\$5.00	M	extra
Buying Activity - Select By Order Frequency & Price Range	\$5.00	M	extra
Buying Activity - Select Timeframe Of Purchase	\$5.00	M	extra
Children - Childs Age Ranges Present In Household	\$8.00	M	extra

----- SUMMARY DESCRIPTION -----

National consumer list of households and individuals. 40% male, 42% female.

----- DATACARD DESCRIPTION -----

THIS CONSUMER LIST ENABLES YOUR COMPANY TO RECOGNIZE AND FIND ONLY THOSE PROSPECTS THAT LOOK LIKE YOUR BEST CUSTOMERS, REDUCING YOUR DIRECT MARKETING COSTS AND BOOSTING YOUR RETURN ON INVESTMENT (ROI). THIS CONSUMER LIST IS A COMPREHENSIVE NATIONAL CONSUMER LIST PROVIDING OVER 122 MILLION HOUSEHOLDS AND MORE THAN 185 MILLION INDIVIDUALS. THE FILE IS COMPLETELY REBUILT EVERY TWO MONTHS WITH INTERIM MONTHLY PHONE REFRESHES AND SUPPRESSIONS. WE START WITH OVER 850 MILLION NAMES AND ADDRESSES COMPILED FROM MULTIPLE SOURCES INCLUDING COUNTY RECORDER, COUNTY TAX ASSESSOR FILES, OTHER COMPILED LISTS AND TELEPHONE DIRECTORIES. WE APPLY OUR LINKS TO EACH RECORD EFFECTIVELY REDUCING DUPLICATE RECORDS. OUR BEST ADDRESS THEN IDENTIFIES THE MOST RECENT ADDRESS FOR THE RECORD. FINALLY DEMOGRAPHIC AND REAL PROPERTY DATA IS APPLIED TO EACH RECORD VIA I ENHANCEMENT. THE END RESULT IS THE MOST ACCURATE, COMPREHENSIVE PROSPECT DATA AVAILABLE FOR MARKETING TODAY.

----- LIST SOURCE -----

Source	Note
Compiled	

----- COMMISSION, CREDIT POLICY -----

Children - Childs Age - 1 Year Increments	\$10.00	extra
Children - Number Of Children In Household	\$5.00	extra
Children - Number Of Children Present In Household	\$3.00	M extra
Credit Card Use - Select Issuer	\$15.00	M extra
Date Of Birth Of Individual	\$10.00	M extra
Economic Assessment Data	\$20.00	M extra
Education, Occupation, Voter/Party	\$5.00	M extra
Ethnicity Data	\$8.00	M extra
Financial-modeled Data-net Worth, Investors	\$7.00	M extra
Genalytics' Affluence Indicators-income Ranges, Discretionary Income, Vehicle	\$5.00	M extra
Gender	\$2.50	M extra
Green Living	\$10.00	M extra
High Tech Use - Computer, Internet, Wireless	\$- 10.00	M extra
Interest Categories - Aviation	\$7.00	M extra
Interest Categories - Career And Professional Activity	\$7.00	M extra
Interest Categories /Buying Activity: - Apparel Categories	\$7.00	M extra
Art And Antiques	\$7.00	M extra
Automotive	\$7.00	M extra
Books, Magazines, Movies & Music	\$7.00	M extra
Children's Products	\$7.00	M extra
Community, Charities, Education	\$7.00	M extra
Computers & Electronics	\$7.00	M extra
Finance & Investing	\$7.00	M extra
Food & Cooking	\$7.00	M extra
Health, Beauty, Outdoor, Spectator	\$7.00	M extra
Home & Gardening	\$7.00	M extra
Pet Related	\$7.00	M extra
Travel Related	\$7.00	M extra

20% commission to brokers. 15% commission to agencies. Cancel charges: Cancellation must be requested in writing prior to the mail date. It is 7.50/M (50.00 minimum) plus output media, shipping and any special processing charges that are incurred.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per Unit	Note
Electronic Delivery	\$25.00	flat	fee

----- RESTRICTIONS -----

One time use only. For two time use, multiply the price by 1.5, for unlimited use, multiply the price by 2.

----- UPDATE SCHEDULE -----

Updated monthly.

Contests, Gambling	\$7.00	M	extra
Religious, Inspirational	\$7.00	M	extra
Theater, Cultural/Artistic Living	\$7.00	M	extra
Crafts, Collectibles & Hobbies	\$7.00	M	extra
Life Event - Home Purchase, Family Stage Status	\$7.00	M	extra
Market Segmentation- household & Zip4 Level	\$10.00	M	extra
Personicx Cluster Code	\$30.00	M	extra
Personicx Financial Code	\$30.00	M	extra
Personicx Hispanic Code	\$30.00	M	extra
Personicx Insurance Code	\$30.00	M	extra
Personicx Life Stage Group Code	\$30.00	M	extra
Probable Teen Driver	\$23.00	M	extra
Real Property Data : Assessed Value, Market Value, Purchase Data	\$5.00	M	extra
Available & Lendable Equity	\$10.00	M	extra
Home Owner/Renter	\$10.00	M	extra
Loan Related Information	\$10.00	M	extra
Property Specific Information	\$7.00	M	extra
Vehicle Use/Ownership Data	\$7.00	M	extra
Working Women	\$5.00	M	extra
Real Estate Investor	\$15.00	M	extra
Retail Purchasing Category	\$15.00	M	extra
Software Buyer	\$15.00	M	extra
SOHO (small Office Home Office)	\$10.00	M	extra
Truck/Motorcycle/RV Owner	\$5.00	M	extra
Working Woman Indicator	\$5.00	M	extra