



BLACK FRIDAY FREAKS

women who spend big on their Holiday shopping

SEGMENTS

Segment

Universe / Base Rate

Count

913,271

Price

\$95.00/M

BLACK FRIDAY FREAKS are women who have responded to surveys and indicated via social networking sites that they will not limit their holiday spending... even in a down economy. These bargain hunters are going to take advantage of holiday discounts this season. They have indicated that they have both the desire to shop and the discretionary spending power to back it up. Catch them early if you can...because on November 27th, they'll be shopping.

This file is brand new to the market and is ideal for retailers looking to be the first to reach this social, 100% female, shopping fanatic segment. These women are searching online for Black Friday deals and looking for the retailer than can deliver the goods for their friends and family.

Additional selects available upon request. Contact today and be the first to reach these big spenders.

Judah Fontz
 VeraData
 800.561.9927 X 595
 jfontz@veradata.com

LIST TYPE
 Consumer mail

SOURCE
 Survey responders,
 modeled, direct response

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

\$25+ BUYERS \$25.00 /M
 AGE RANGE \$10.00 /M
 ETHNICITY \$25.00 /M
 GENDER/SEX \$5.00 /M
 Home Market Value \$15.00 /M
 INCOME RANGE \$10.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

Judah Fontz
800-561-9927 x595
 JFontz@VeraData.com

