



Buy Low Consumers

Segment	Count	Price
Universe / Base Rate	5,525,224	\$85.00/M
Income Producing Assets		\$20.00/M
Wealth Code		\$20.00/M
Expendable Income		\$20.00/M
GreenScore™		\$20.00/M

You've heard it a million times 'buy low, sell high'. To these successful consumers, it's more than a saying, it is their MANTRA! A small percentage of consumers in the U.S. are considered to be recession proof. These households take advantage of low prices and tough times to get ahead. They are buying when the rest of the world is selling. While it may not seem fair, it's true. SO, why not capitalize on this group and sell to the only people who can comfortably continue buying in today's turbulent economy. These recession proof households are receptive to offers that match their lifestyle: furniture, apparel, interior décor, entertainment, clubs/associations, investments, insurance, technology (wireless, smartphones), cars, music and travel. Additionally, for Non-Profit marketers, these individuals still need PERSONAL write-offs to reduce income and balance this years capital losses (which are capped and can't be claimed in full) and are prime for gift solicitation. More selections available upon request.

Judah Fontz
 VeraData
 800.561.9927 X 595
 jfontz@veradata.com

LIST TYPE
 Consumer- mail, phone

SOURCE
 Direct Mail, Telemarketing,
 Direct Tv, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

Estimated Income \$5.00 /M
 Investments: Life Insurance
 \$20.00 /M
 Marital status \$2.00 /M
 Number of Children \$10.00 /M
 Religion \$15.00 /M
 State \$2.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

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

