



CULTURE CROSSERS

Attends Cultural Events, Concerts. Fashion

Segment	Count	Price
Universe / Base Rate	2,759,553	\$90.00/M
Presence Of Children		+ \$15.00/M
Marital Status		+ \$15.00/M
Mail Order Buyers		+ \$15.00/M

Culture Crossers are defined by who they choose to be vs. what they're born into. Their transcontinental tastes are reflected in fashion: keffiyehs (Arabic scarves) and Bathing Ape T-shirts popular in Tokyo. They attend concerts by the likes of Bjork, skim Anthem and Trace magazines and check in with Flavorpill. "CULTURE CROSSERS" are part of a new crop of consumer influencers who maintain a wider range of media behaviors, possess a higher degree of market smarts and attitude, and are highly skilled at spreading the word. As the next generation of consumer taxonomy emerges, keep your efforts focused on the cutting edge of segmentation evolution. Many additional selects not listed, please inquire.

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LIST TYPE
 Consumer- mail, phone

SOURCE
 Direct Mail, Telemarketing,
 Direct Tv, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

AGE RANGE \$15.00 /M
 GENDER/SEX \$15.00 /M
 HOME OWNER \$15.00 /M
 INCOME SELECT \$15.00 /M
 STATE \$15.00 /M

MINIMUM ORDER 5,000

FOR MORE INFORMATION PLEASE CONTACT

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