



Canadian Consumers interested in Home Improvement

Segment	Count	Price
Universe / Base Rate	600,000	\$130.00/M
Male	497,103	\$10.00/M
Female	102,897	\$10.00/M

Be the first to reach Canadian Consumers at home address who are interested in home improvement and repairs. These motivated Do it Yourselfers enjoy getting offers as they are conscious of price and are always looking for the next great home improvement deal. Also great for any male related offers as the file is over 80% male.

This brand new file is an excellent way to reach a great segment of the Canadian consumer market who believe in saving money by doing home repair themselves. These motivated individuals are typically Blue collar hard workers who are not afraid to use their own hands to get the job done. Since they are conscious of cost they are always on the look out for the next great home improvement deal. Since this file is overwhelmingly male (80%+) they are also great for sporting, automotive, men's publications and health related offers. This file is sourced from survey data overlaid with directory information so that compliant postal addresses only are available. File is also selectable by province so Quebec can be omitted in order to reach a majority of English speakers.

Suggested usage:

- Home Depot
- Men's Health Magazine
- Goodyear
- Sport Mart

LIST TYPE
Consumer- mail,

SOURCE
Direct response

GEOGRAPHY
Domestic (US)

Counts through 11/03/2009

SELECTS

GENDER/SEX \$10.00 /M
LIFESTYLE SELECT
\$20.00 /M
PROVINCE \$5.00 /M

MINIMUM ORDER 5,000

FOR MORE
INFORMATION PLEASE
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