



# E-LITISTS

Buy Everything Green- Energy, Organic, Fair Trade Products

Segment	Count	Price
Universe / Base Rate	4,614,251	\$85.00/M
Lifestyle: Health/Natural Food		+ \$15.00/M
Lifestyle: House Plants		+ \$15.00/M
Lifestyle: Physical Fitness		+ \$15.00/M
Lifestyle: Wildlife/ Environmental		+ \$15.00/M

They're what The New York Times describes as "light green." Cost for these folks is not the bottom line; they enjoy the status and bragging with low-VOC paints and clean with Method products. These couples shop at Whole Foods Market, buy fair trade products and listen to NPR in their Toyota Prius. "E-LITISTS" 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.

OVER 100 DIFFERENT SELECTS NOT LISTED! PLEASE INQUIRE.

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LIST TYPE  
 Consumer- mail, phone, email

SOURCE  
 Direct Mail, Telemarketing, Direct Tv, Modeled

GEOGRAPHY  
 Domestic (US)

Counts through 11/03/2009

SELECTS

AGE \$5.00 /M  
 Body Size of Newest Car \$10.00 /M  
 DATE OF BIRTH \$5.00 /M  
 ETHNICITY \$20.00 /M  
 HOME OWNER \$5.00 /M  
 INCOME SELECT \$5.00 /M  
 IPA(Income Producing Assets) \$35.00 /M

MINIMUM ORDER 5,000

FOR MORE INFORMATION PLEASE CONTACT

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