



GEEK GODS

Computers and Peripherals, Electronics, Video , High Tech

Segment	Count	Price
Universe / Base Rate	2,455,500	\$85.00/M
Computers and Peripherals		+ \$20.00/M
Home Entertainment/TV/Video		+ \$20.00/M
Interest in Video/DVD		+ \$20.00/M
Internet Online/Subscriber		+ \$20.00/M

He's short on neither disposable income nor free time, spending hours on Gizmodo and Engadget. Count on him for loyalty and buzz, but beware. He'll call you out on your missteps. Aspires to be your local Apple genius. The "GEEK GOD" is 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,
 email

SOURCE
 Direct Mail, Telemarketing,
 Direct Tv, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

Cell Phone \$20.00 /M
 Connectivity \$20.00 /M
 Estimated Income \$5.00 /M
 Hi-Tech Owner \$20.00 /M
 Interest in Photography
 \$20.00 /M
 Invest in Mutual
 Funds/Annuities \$20.00 /M
 P\$YCLE IPA (New) \$35.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

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