



# INNERPRENEURS

Self Motivated Individuals

Segment	Count	Price
Universe / Base Rate	4,307,560	\$90.00/M
Presence Of Children		+ \$15.00/M
Marital Status		+ \$15.00/M
Mail Order Buyers		+ \$15.00/M

Innerpreneurs of all ages and genders are the brainstormers whose plans to change their own lives end up changing ours. They like brands to get involved, not just donate to a cause. Even their time off is hardly a vacation: They're likely to take trips co-sponsored by Globe Aware or the Sierra Club. "INNERPRENEURS" 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.

Judah Fontz  
 VeraData  
 800.561.9927 X 595  
 jfontz@veradata.com

LIST TYPE  
 Consumer- mail, phone,  
 email

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 RANGE \$15.00 /M  
 PHONE NUMBER \$15.00 /M  
 PRESENCE OF  
 CHILDREN \$15.00 /M  
 STATE \$15.00 /M

MINIMUM ORDER 5,000

FOR MORE  
 INFORMATION PLEASE  
 CONTACT

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

