



MIDDLEMEN

21-35 yrs old. Fast-food industry, passionate gamer,online gambler.

Segment	Count	Price
Universe / Base Rate	8,385,471	\$75.00/M
BB- Sweepstakes/Gambling	1,312,470	+ \$20.00/M
BB- Interest in video/dvd	2,189,660	+ \$20.00/M
BB- purchase via online	1,337,480	+ \$20.00/M
BB- Interest in Sports	3,053,513	+ \$20.00/M

"MIDDLEMAN" A seemingly hopeless but content 21-35 year old, the Middleman is uninterested in giving up his laid-back lifestyle, working jobs with no promise of advancement. For some marketers, though, he's a catch: He's the backbone of the fast-food industry and is a passionate gamer. The 'Middleman' 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. These are the "Johnny Knoxville's of the world"

Direct Mail, Telemarketing, Modeled to 'Source'
 SELECTS: Carrier Route, City Select, County Select, Homeowner, Marital Status, Person Type, Purchase Amount, Purchase Amount Ranges, State Select, Zip Code,

Over 100 selects available upon Request!

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

- BB - Buys by Phone \$20.00 /M
- BB - Buys by TV \$20.00 /M
- BB - Cell Phone \$20.00 /M
- BB - Collectors \$20.00 /M
- BB - Country Music \$20.00 /M
- BB - Hi-Tech Owner \$20.00 /M
- BB - Home Entertainment/TV/Video \$20.00 /M

MINIMUM ORDER 5,000

FOR MORE INFORMATION PLEASE CONTACT

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