



Recessionary Spenders

Segment	Count	Price
Universe / Base Rate	3,633,402	\$85.00/M
Income Producing Assets		\$20.00/M
Wealth Code		\$20.00/M
Expendable Income		\$20.00/M
GreenScore™		\$20.00/M

Americans with means. These individuals have already achieved the elusive American dream. As our economy flails, this successful group of consumers take advantage of tough times and relentlessly pursue bargains. They buy when others sell. These recession proof households are receptive to offers that match their lifestyle: furniture, apparel, interior décor, entertainment, clubs/associations, investments, insurance, technology (wireless, smartphones), cars, music and travel. Additionally, for Non-Profit marketers, these individuals still need PERSONAL write-offs to reduce income and balance this years capital losses (which are capped and can't be claimed in full) and are prime for gift solicitation. 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

Estimated Income \$5.00 /M
 Investments: Life Insurance
 \$20.00 /M
 Marital status \$2.00 /M
 Number of Children \$10.00 /M
 Religion \$15.00 /M
 State \$2.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

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

