



African American Consumer Database

TOTAL RECORDS: 20,354,869

BASE PRICE: Ask Your Rep Today!

With over 20 million African American consumers available and our clients are sure to find a vast number of recipients ready to receive their message. Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. By utilizing Cobalt's many demographic selection options, finding the perfect prospect has never been easier.

Our African American Consumer Database is one of our most popular files. This Consumer database consists of African Americans who have self reported that they are avid online shoppers and who make online purchases, and/or have opted in to receive consumer offers. These files are combined with real property records to produce the best African American Consumer Database on the market. Our list contains valuable data on African Americans who are internet savvy, college educated, have median incomes of \$45,000, enjoy music, travel, leisure, sports, home decor/home improvement, books, new technologies/computers, cell phones and the list goes on. Below are some of the products and services that our consumers shop for and purchase via online marketing efforts.

Consumer Buying Selects:

- Apparel
- Computers
- Sporting equipment
- Housekeeping/Kitchen/Décor
- Pet supplies
- Books & Music
- Crafts/Sewing material
- Gourmet/Food & Wine
- Magazines
- Photography
- Automobiles
- Electronics
- Health/Fitness
- Outdoor/Gardening
- Stamps/Coins
- Children's Items
- Entertainment
- High Ticket Merchandise
- Outdoor/Recreation
- Sports Cards/Collectibles

Demographic Consumer Selects:

- Home Owners
- Age/Date of Birth
- Gender
- Special Hobbies
- Telephone Numbers
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pet
- Investors
- Household Income
- Martial Status
- Ethnicity
- Net Worth

SELECTIONS:

- 3 Month Hotline: \$10/M
- Geography: \$5/M
- Investment Type: \$5/M
- Income: \$5/M
- Net Worth: \$5/M
- Age: \$5/M
- Gender: \$5/M
- Martial Status: \$5/M
- Mail Order Buyer: \$5/M
- Magazine Subscriber: \$5/M
- Donor: \$5/M
- Ethnicity: \$5/M
- Religion: \$5/M
- Book Buyer: \$5/M
- Homeowner: \$5/M
- Length of Residence: \$5/M
- Presence of Children: \$5/M
- Age of Child Present: \$5/M
- Telephones: \$25/M

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.