



## Date of Birth Database

**TOTAL RECORDS:** 186,000,000      **BASE PRICE:** Ask Your Rep Today!  
**EMAIL RECORDS:** Contact for Universe Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With 186 million records in our Date of Birth Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Date of Birth Database is comprised of accurate date of birth information on over 186 million consumers in the US. Our Date of Birth file is verified against public records to insure validity. This DOB file provides access to highly responsive consumers who are looking for a variety of offers including vacation offers, cruise trips, hotel offers, cell phone offers, car buying offers, mortgage deals, life and health insurance, diet products, spa and massage treatments, credit card offers, checking and saving account offers, retail offers, investment opportunities, home renovations, home décor and furnishings and other products and services.

These highly interested consumers can be reached directly by e-mail and/or by mail. They are actively opting-in for offers on various products and services via online daily.

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Selections:

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

### Additional Consumer Selects:

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

### 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.