



Do It Yourself Auto

TOTAL RECORDS: 2,449,915 **BASE PRICE: Ask Your Rep Today!**

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With two million records in our Do It Yourself Auto database, our clients are sure to find a vast number of recipients ready to receive their message.

Our DIY (Do-It-Yourself) Auto Database consists of million consumers that actively work on the maintenance of their vehicles and are interested in auto improvement products and services. These individuals are constantly looking to make improvements in their automobile, repair their automobile, and remodel their automobiles in some way shape or form. From mechanical problems to auto body work these consumers enjoy personally working on their vehicles. These Do-It-Yourself consumers are ready, willing, and able to invest their time and money into products and services that will help them with their Auto improvement projects. They respond well to publications, books, handbooks, auto parts, DVD's and other various retail offerings from the Automobile improvement industry.

Our Do It Yourself Auto database can be customized based on your organizations needs. Let us know how we can make this list even more specific to your company's goals and objectives. 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

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.