



## Do It Yourself Home Database

**TOTAL RECORDS:** 2,754,592    **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 almost 3 million records in our Do It Yourself database, our clients are sure to find a vast number of recipients ready to receive their message.

Our DIY (Do-It-Yourself) Database consists of 1.95 million consumers that are actively remodeling their homes and are interested in home improvement products and services. These individuals are constantly looking to remodel their homes in some way shape or form. From kitchen cabinets to bathroom sinks to bedroom extensions to outdoor/patio decks, the list goes on. 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 home improvement projects. They respond well to publications, books, DVD's and other various retail offerings from the home improvement industry.

Our Do It Yourself 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.