



## Hispanic Consumer Database

**TOTAL RECORDS:** 26,951,867      **BASE PRICE:** Ask Your Rep Today!  
**EMAIL RECORDS:** Contact for Universe Today!

With over 26 million Hispanic consumers available 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 Media’s many demographic selection options, finding the perfect prospect has never been easier.

Our Hispanic Consumer Database is one of our most popular files. This Hispanic Consumer database consists of consumers who have self reported that they are Hispanic. 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 Hispanic Consumer Database on the market. Our list contains valuable data on Hispanics 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. This is a great list for companies who want to reach out to the Hispanic consumer market with offers that would be of interest to these individuals. 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
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- 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.