



## Insurance Purchasers Database

**TOTAL RECORDS:** 61,838,136      **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 over 61 million records in our Insurance Purchasers database, our clients are sure to find a vast number of recipients ready to receive their message.

This list is compiled of Insurance Purchasers who have purchased personal insurance and actively look for insurance policies. These Insurance Purchasers have opted in via permission based websites to receive offers. These individuals look for policies that fit their needs and provide protection. Cobalt Media's Insurance Purchasers database contains data on purchasers of Health, Life, Accident, Sickness, Unemployment, Casualty, Property, and Liability Insurance. These consumers like to stay in the know about anything pertaining to insurance. They are receptive to a variety of offers including insurance publications, books, seminars, tutorials, and networking opportunities.

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.