



## Magazine Consumers Database

**TOTAL RECORDS:** 4,785,458

**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 four million records in our Magazine Consumers database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Magazine Database consists of individuals who are magazine mail order buyers, make online purchases of magazines, and/or have opted in to receive magazine, books, and music consumer offers. Sourced from permission-based consumer websites these magazine consumers actively search for and buy products via the internet making them great prospects for a variety of offers. These consumers like to keep up with all the latest magazines and books being published.

These consumers are avid magazine enthusiasts and actively search the internet for publications, magazines, books, DVD's, CDs, MP3's, concerts, and more. They are great targets for offers on fashion magazines, sports magazines, home décor magazines, fitness magazines, music magazines, food magazines, entertainment magazines, health magazines, auto magazines, etc. These individuals are receptive to a vast amount of products including magazine subscriptions, electronics, accessories, apparel, gifts, and much more.

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
- Special Hobbies
- Telephone Numbers
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- 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.