



## Master Consumer Database

**TOTAL RECORDS:** 208,000,000      **BASE PRICE:** Ask Your Rep Today!  
**EMAIL RECORDS:** Contact for Universe Today!

With over 208 million consumers available and 118 million households from Cobalt Media, our clients are sure to find a vast number of recipients ready to receive their message. Media ONE 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 Consumer Database is one of our most popular files. This Consumer database consists of individuals who have self reported that they are avid online shoppers 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 Master Consumer Database on the market. Below are some of the products and services that our consumers shop for and purchase.

### Consumer Buying Selects:

- Apparel
- Books & Music
- Automobiles
- Children's Items
- Computers
- Crafts/Sewing material
- Electronics
- Entertainment
- Sporting equipment
- Gourmet/Food & Wine
- Health/Fitness
- High Ticket Merchandise
- Magazines
- Outdoor/Gardening
- Outdoor/Recreation
- Pet supplies
- Photography
- Sports Cards/Collectibles
- Stamps/Coins
- Housekeeping/Kitchen/Décor

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Consumer Selects:

- Home Owners
- Renters
- Zip Code/City/State
- Household Income
- Age/Date of Birth
- Voting Behavior
- Income
- Martial Status
- Gender
- Presence of Children
- Presence of Pet
- Ethnicity
- Special Hobbies
- Credit Card Holder
- Investors
- Net Worth
- Telephone Numbers
- And Many Others

### 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.