



## Military Database

**Military Active:** 458,189      **BASE PRICE:** Ask Your Rep Today!  
**Military Veterans/Retired:** 2,513,313

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 2,900,000 records in our Military Database, our clients are sure to find a vast number of recipients ready to receive their message.

Cobalt Media's Military database consists of active, veteran, and retired military personnel. It is self-reported data compiled from multi-sourced online records. These brave and patriotic men and women have opted to receive consumer offers. These honorable consumers are great prospects for charitable opportunities, political surveys, and fundraising.

With this file of active and retired military consumers the marketing possibilities are endless. These consumers are receptive to offers on military related publications, military apparel, sporting equipment, gym memberships, nutritional products, and more!

- **Active:** 458,189 (postal and email)
- **Veterans/Retired:** 2,513,313 (postal and email)

Records can be broken down by the following branches:

- Army
- Marines
- Navy
- Air Force

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

Personal Email: (284,000).....

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

Monthly, NCOA and ECOA is done on output of order.