



## Scale of 1-10 Technology Consumers

**TOTAL RECORDS:** 108,332,855      **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. Our Technology Consumers Database is ranked on a scale of 1-10 based on how up to date their household is with technology. Our clients are sure to find a vast number of recipients ready to receive their message.

Our Electronics Consumers Database consists of individuals who are electronics mail order buyers, make online and in store electronics purchases, and/or have opted in to receive electronics consumer offers. Sourced from permission-based consumer websites these electronics consumers actively search for and buy products via the internet making them great prospects for a variety of offers. We use the information gathered on these individuals to give them a rank 1-10 based on how technological their households are.

These consumers are receptive to a vast amount of products including computers, MP3 players, cell phones, navigation systems, TVs, DVD players, stereos, video game consoles, accessories, clothing, jewelry, gifts, school supplies, and much more. If you are looking to target individuals for Electronics and Retail store offers this is the list for you! With Cobalt Media Electronics Consumers database, the marketing possibilities are endless!

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
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- Zip Code/City/State
- Income
- Presence of Pets
- Investors
- Household Income
- Martial Status
- Ethnicity
- Net Worth

### Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Automobiles
- Entertainment
- Gourmet Wine
- Kitchen/Décor
- Children’s Items
- Magazines
- Health/Fitness

### 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.