



## Singles Database

**TOTAL RECORDS:** 12,000,000    **BASE PRICE:** Ask Your Rep Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 12 million records in our Singles Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Singles list contains data of individuals who have self reported that they are single and opted in via permission based websites and dating websites to receive dating opportunities and consumer offers. These single consumers are well educated, computer savvy, and have a large amount of disposable income making them great prospects for a variety of consumer offers and services.

Single consumers are ideal prospects for various products and services such as match-making services, dating websites, speed dating offers, book clubs, apparel, electronics, magazines, books, music, and much more. If you are looking to target individuals who are interested in nightlife, travel, vacations, gym memberships, etc this is the list for you.

### 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.