

Today's Collectors by CRN

Listing of Collectors in America. 30% BROKER COMMISSION!

SEGMENTS		ID NUMBERS
53,574,59	TOTAL UNIVERSE / UNIVERSE RATE	MANAGER
5		NEXTMARK ID 225310
5,177,432	Figurines	MIN ID 347578
3,683,301	Dolls	SRDS ID 893233-000
11,910,04	Coins	MEDIA TYPE
8		Consumer
6,228,914	Stamps	SOURCE
2,634,789	Plates	Lifestyle questionnaire, Compiled lists, Multi Sourced
5,108,932	Sports Memorabilia	GEOGRAPHY
15,110,96	Antiques	United States
5		OPT-IN
3,670,114	Art	MAINTENANCE
		MARKET ENTRY
		NEW TO MANAGER
		COUNTS THROUGH 09/01/2014
		DATA CARD MAINTENANCE
		NEW TO SYSTEM 01/22/2008
		LAST UPDATE 09/10/2014
		NEXT UPDATE 12/31/2014
		UPDATE FREQUENCY Quarterly

DESCRIPTION

'Today's Collectors' spare no expense when purchasing items for their collections. With median income of \$52,000, collectors comprise an extremely reliable consumer group and have a high propensity towards mail order offers. They pride themselves on possessing a vast assortment of items within their chosen interest and spend generously to achieve this goal, considering each offer they receive. Since this list is selectable by specific collection type, it is an essential resource for any marketer of limited edition or collectible items, making it possible to effectively pinpoint a target market. Also, a perfect list for publications related to collectibles in general or a specific interest.

PROFILE

SELECTS		AVERAGE INCOME
AGE	\$7/M	VALUE 52,000
ETHNICITY	\$15/M	MINIMUM ORDER
GENDER/SEX	\$10/M	MINIMUM QUANTITY 3,000
GEO SELECT	\$5/M	MINIMUM PRICE \$250
HOME OWNER	\$15/M	COMMISSIONS
INCOME SELECT	\$7/M	BROKER 30%
LIFESTYLE SELECT	\$15/M	AGENCY 15%
MARITAL STATUS	\$10/M	NET NAME ARRANGEMENTS
PRESENCE OF CHILDREN	\$10/M	NET NAME IS ALLOWED
		FLOOR 85
		MINIMUM QUANTITY 25,000
		RUN CHARGES \$10/M
		EXCHANGES
		EXCHANGE IS NOT ALLOWED
		REUSE
		REUSE IS ALLOWED
		MINIMUM QUANTITY 0
		RUN CHARGE \$0/M
		CANCELLATION
		CHARGES \$0/M
		KEY CODING
		KEY CODING IS AVAILABLE
		CHARGES \$3/M

ADDRESSING

EMAIL	\$50/F
FTP	\$75/F

SPECIAL INSTRUCTIONS

CONTACTS

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