



The Premier Provider of Permission-Based Marketing Solutions

## VayanDirect Cooking and Baking

**Total Direct Mail File Size**  
7,534,283

**Total Email File Size**  
927,638

**Total Telemarketing File Size**  
533,273

**Base Price:**

US Direct Mail	\$80/M
US Email	\$125/M
Telemarketing	\$250/M

**Selects:**

Key Coding	\$2/M
Geo (State/SCF/Zip)	\$7/M
Gender	\$7/M

Demographics	\$10/M
Lifestyle/Interest	\$15/M
30-Day Responder	\$20/M

12-Month Hotline	\$10/M
6-Month Hotline	\$15/M
3-Month Hotline	\$20/M

<b>Minimum Order</b>	7,500
<b>Net Name</b>	50,000

**Policy**

Sample mailing piece or telemarketing script is required for List Owner approval. All rentals are for a one-time usage only. Please inquire for unlimited use pricing. Re-uses must be cleared by the List Owner prior to mailing.

Orders cancelled after fulfillment and before the mail date will incur an \$85/M cancellation fee, \$10/M running charge, selection fees, and shipping fee. Orders cancelled after the mail date must be paid in full.

Commissions paid to recognized list brokers, advertising agencies, and sales agents.

VayanDirect's Cooking and Baking file consists of avid enthusiasts who are interested in gourmet cooking, food and baking. Whether it be gourmet cooking, home style, baking or low fat cooking, These responsive individuals enjoy all things that are involved in the kitchen. These individuals are ideal prospects for kitchen/cooking supplies, recipes, household gadgets, general merchandise, apparel, catalogs, home improvements, epicurean magazines, subscriptions, and music. This buyer file has a variety of demographic enhancements and selects which allow marketers to pinpoint their target audience more efficiently.

**Demographic Selects**

Age  
Income  
Buyer/Responder  
Mail Order Buyers  
Online Responder  
Length of Residence  
Presence of Children  
Number of Children  
Age of Children  
Homeowner  
Dwelling type  
Renter  
Marital Status  
Home Value  
Net worth  
CC Holder  
Occupation  
Education Level  
Political Affiliation  
Ethnicity  
Religion  
Vehicle Data

**30 Day Response Hotline Offer Categories**

Auction  
Auto Shopping  
Bankruptcy  
Cable/Internet Services  
Computer Products  
Consumer Products  
Credit Cards  
Dating Services

Debt Management  
Education/Scholarships  
Electronics  
Entertainment  
Financial/Loan Products  
Food  
Gifts & Collectibles  
Health, Beauty and Fitness  
Home Business  
Home Improvement  
Insurance Services  
Investments  
Legal Services  
Membership Clubs  
Military  
Mortgage  
Research and Surveys  
Sweepstakes/Premiums  
Tax Services  
Telecom, Long Distance  
Telecom, Wireless  
Travel

**Lifestyle/Interest Selects**

Boating/Sailing  
Camping/Hiking  
Casino Gambling  
Charitable Causes/Donors  
Collectibles/Collecting  
Contests/Sweepstakes  
Dieting  
Fitness  
Electronics  
Computers

Online Access  
Fishing  
Hunting  
Cigars  
Foreign Travel  
Business Travel  
Family Travel  
Frequent Travelers  
Timeshares  
Gardening  
Organic Gardening  
Cooking, Baking, Culinary Arts  
Home Decorating  
Home Improvement  
Investing  
Motorcycle Owners  
RV Owners  
NASCAR  
Winter Sports  
Sports  
Fashion and Apparel  
Plus Size Fashion  
Pet Owners  
Photography  
Traveling  
Vehicle Owners/Information  
Wine  
Music Type  
Reading Interest  
SCUBA  
Scrapbooking  
Yoga/Pilates  
Ailments  
Cell Phone Owners



Contact our sales team today for updated counts or for additional information.

**Jon Neveloff**  
VP OF DATA ACQUISITION  
P 561.955.9660 x247  
F 561.955.9151  
E jon.neveloff@vayan.com

**Theresa Dali**  
ACCOUNT MANAGER  
P 561.955.9660 x242  
F 561.955.9151  
E theresa.dali@vayan.com