



The Premier Provider of Permission-Based Marketing Solutions

VayanDirect Home Entertainment Buyers

VayanDirect's Home Entertainment Buyers have made purchase for televisions, home theater systems, video game consoles and more. These consumers are very interested in new technology and the latest and greatest trends. Age, income, marital status and number of children are key factors in segmenting these active individuals. VayanDirect's Home Entertainment Buyers are ideal for television and home theater accessories, DVD clubs and rental offers, high definition accessories, and video game offers.

1 Month Hotline
69,990

3 Month Hotline
210,401

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

Minimum Order 7,500
Net Name 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.

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.

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