

Columbia House Former DVD Buyers

Columbia House provides access to its former buyers in conjunction with transactional and lifestyle enhancement data. Advertisers are able to select the DVD buyers by past purchase genre and current transactional or interest behavior, age, ethnicity, household income, presence of children and more.



SEGMENTS

166,399	12-month Buyers	\$60/M
48,530	1- month Recency	+ \$12/M
	Fundraising Offers	\$50/M

DEMOGRAPHICS

60% Female, Average Age: 44,
Median Income: \$75,000

MINIMUM QUANTITY

10,000

AVERAGE ORDER VALUE

\$38

ADDRESSING

FTP \$75

NOTES

Delivery: 3-5 working days.

Rush Fee Available: \$75/F

Net Name Policy: 85% on orders of 50M or more with \$10/M running charge. Computer verification must accompany payment.

Payment Policy: New mailers or brokers must prepay. Net 30 days from mail date.

Terms: Complete sample required. Reciprocal rental may be required. Mailers may omit prior 6 months of usage. No telemarketing.

Cancellation Policy: If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

SELECTS

Action DVD	
Comedy DVD	
Drama DVD	
Family DVD	
SciFi DVD	
State/SCF/Zip Code	\$8/M

TRANSACTIONAL, DEMOGRAPHIC & LIFESTYLE SELECTS

Age	\$6/M
Ethnicity	\$10/M
Gender	\$6/M
Household Income	\$6/M
Bible Devotional	\$8/M
Donor	\$8/M
Mail Order Buyer	\$10/M
Interest	\$8/M
Pet Product Buyer	\$10/M
Plus Size Apparel Buyer	\$10/M
Presence of Children	\$6/M

CALL FOR ADDITIONAL SELECTS

 **columbiahouse**



For a customized recommendation, please contact Sandra Roscoe:
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