

Crutchfield Masterfile

Crutchfield offers advertisers the opportunity to partner with a leader in the consumer electronics industry that reaches high quality direct mail-responsive households. Crutchfield customers are tech-savvy 100% credit card buyers who have the disposable income to purchase the latest electronics and gadgets for their home and car.

The Crutchfield buyer is far from your average consumer; they seek the latest in technology and keep up to date on new and future products. Their interests include home entertainment, collectible automobiles, do-it-yourself hobbies and crafts (woodworking, science and mechanics), active outdoors and sports, reading and home improvement, with continuous upgrades to their internet and mobile phone service.



SEGMENTS

| | | |
|---------|--------------------|----------|
| 495,266 | 12-month Buyers | \$100/M |
| 292,230 | 6-month Buyers | + \$10/M |
| 134,200 | 3-month Buyers | + \$15/M |
| 44,696 | Hotline Buyers | + \$20/M |
| | Publishing Rate | \$80/M |
| | Fundraising Offers | \$75/M |

SELECTS

| | |
|------------------------|----------|
| Dollar | \$15/M |
| Gift Buyers | \$15/M |
| Product | \$15/M |
| Multi Buyers | \$10/M |
| State/SCF/Zip Code | \$10/M |
| KeyCode | \$3.50/M |
| Demographic/Lifestyle* | \$15/M |

**See Enhanced datacard for Demographic and Lifestyle selects*

DEMOGRAPHICS

82% Male, Average Age: 47
Average Income: \$82,000
78% Married, Homeowners

SOURCE

Direct Mail, Internet

AVERAGE ORDER VALUE

\$325

MINIMUM QUANTITY

10,000

ADDRESSING

Email/FTP \$75/F

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.

CRUTCHFIELD®



For a customized recommendation, please contact Tina Cavallo:

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