

Crutchfield - Wiland Direct Modeling Masterfile

Wiland Direct members can apply their prospect models to the Crutchfield file to reach their ideal target audience.

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. 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
	Wiland Scoring Fee (\$500/F Minimum)	+\$30/M

SOURCE

Direct mail, Internet

Minimum Quantity

17,000

DEMOGRAPHICS

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

AVERAGE ORDER VALUE

\$325

NOTES

Delivery: 5-7 working days.

Rush Fee Available: \$75/F

Payment Policy: New mailers or brokers must prepay. Net 20 days from invoice date.

Terms: Complete sample required. No telemarketing.

Cancellation Policy: If cancellation is made before order is run, no charges are incurred. Orders cancelled after names are shipped and before mail date will incur a \$75 cancellation fee, \$15/M running charge, plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

ADDRESSING

Email/FTP \$75/F

CRUTCHFIELD®



For a customized recommendation, please contact Tina Cavallo:
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