

Crutchfield Masterfile – Enhanced

Crutchfield now offers advertisers the ability to better target their prospects by using demographic or lifestyle enhancements.

Crutchfield is 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

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

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

Dollar	\$15/M
Gift Buyers	\$15/M
Product	\$15/M
Multi Buyers	\$10/M
State/SCF/Zip Code	\$10/M
Key Code	\$3.50/M

DEMOGRAPHIC & LIFESTYLE SELECTS

Age	\$15/M
Gender	\$10/M
Income	\$15/M
Auto Enthusiasts	\$15/M
Collectors	\$15/M
Donors	\$15/M
Travelers	\$15/M
Home Improvement	\$15/M
Health & Fitness	\$15/M
*Inquire for Additional Selects	

ADDRESSING

Email/FTP	\$75/F
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CRUTCHFIELD®



For a customized recommendation, please contact Tina Cavallo:

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