

ALL PREMIUM TRAVEL

28,000	12/09 BUYERS	\$85/M
308,000	2009 BUYERS	\$85/M
336,000	2008 BUYERS	\$85/M
336,000	2007 BUYERS	\$85/M
336,000	2006 BUYERS	\$85/M
	TELEMARKETING	\$150/M

SUMMARY: INDIVIDUALS PURCHASED PRODUCTS FROM VARIOUS TV INFOMERCIALS AND THEN JOINED THE ALL PREMIUM TRAVEL CLUB ON A BACKEND OFFER. AT A COST OF \$29.95, THE MEMBERSHIP INCLUDES 50% OFF HOTEL RACK RATES DISCOUNTED AIRLINE TRAVEL, REDUCED CAR RENTALS AND MORE. EVERYONE ON THE FILE HAS USED A MAJOR BANK CARD TO PAY FOR THEIR MEMBERSHIP. TELEPHONE NUMBERS ARE AVAILABLE TO TELEMARKETERS. THESE BUYERS ARE AN EXCELLENT AUDIENCE FOR TRAVEL, MAGAZINES, CREDIT CARDS, GENERAL MERCHANDISE, CATALOGS AND MORE.

DEMOGRAPHICS: 65% FEMALE
35% MALE
AVG AGE 35
INCOME UNDER \$30,000

AVG UNIT/SALE: \$29.95

SOURCE: INFOMERCIAL/TELEMARKETING

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

ALLPREM

JANUARY 2010

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000