

AMERICAN TRAVEL MAG

NEW LISTFIRST TIME AVAILABLE***

177,000 1/07 BUYERS/RESPONDENTS \$90/M
PHONE NUMBERS \$250/M

SUMMARY: THESE HIGHLY MOTIVATED BUYERS/RESPONDENTS
HAVE CALLED A TOLL FREE NUMBER AND PURCHASED
TRAVEL PACKAGES. THESE SUPER RESPONSIVE BUYERS
MAKE A EXCELLENT TARGET AUDIENCE FOR GENERAL
MERCHANDISE, MAGAZINE OFFERS, TRAVEL OFFERS AND
INSURANCE OFFERS.

DEMOGRAPHICS: 70% FEMALE
30% MALE
AGE RANGE 21-68

PAYMENT: 70% CREDIT CARD
30% CHECK

SOURCE: INBOUND TELEMARKETING
DIRECT MAIL

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.

AMERTRAVM

JANUARY 2007

MATERIAL:
E-MAIL \$50/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

PAYMENT \$10/M

HH INCOME \$10/M

PRES OF CHILD \$10/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000