



Athena Credit Card Masterfile

975,000 30 Day Hotline \$75/M

Description:

The Athena Credit Card 30-day Hotline Masterfile is a *brand new* source for new credit card actives. This list of 800,000 consumers per month represents a *non-duplicating* 'sister' list to the Apollo Credit Card Masterfile, and has been overlaid with powerful demographic information such as age, income, number of cards, bank vs. retail card and more, allowing your mailer to exactly target credit-worthy prospects.

Selections:

Credit Card by Type	\$12.00/M
Number of Credit Cards	\$12.00/M
Age	\$12.00/M
Income	\$12.00/M
Gender	\$7.00/M
Homeowner / Renter	\$12.00/M
Dwelling Type	\$12.00/M
Length of Residence	\$12.00/M
Geography	\$7.00/M
Ethnicity / Religion	\$12.00/M
Presence of Children	\$12.00/M
Marital Status	\$12.00/M
Mail Order Buyer	\$12.00/M
Sweepstakes Entrants	\$12.00/M
Hobby Buyers by Type: <i>Craft's, Sewing – Buyer;</i>	\$12.00/M
<i>Fishing; Gardening; Gourmet Cooking / Fine Food;</i>	
<i>Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins,</i>	
<i>Collectibles</i>	

Please inquire for additional selections!

AVRICK DIRECT, INC.

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LIST TYPE

30 Day Hotline

UNIVERSE

6 Month 5,850,000

GEOGRAPHY

United States

SOURCE

Credit Card processing center

GENDER PROFILE

47% Males / 53% Females

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

Email/FTP: \$50 Flat
CD Rom/Cartridge: \$35 Flat

THIS QUALITY LIST IS MANAGED BY:

Adrea Rubin Management Inc
441 Lexington Avenue
9th Floor
New York, New York 10017

CONTACT INFORMATION

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