



Caliente Hispanic Masterfile

230,000	30 Day Hotline	\$85/M
	Fundraising	\$75/M

Description:

Reach targeted Hispanic consumers who shop for goods and services in the community in which they reside. These consumers are mail order buyers, business professionals, as well as home owners and new movers. They are very family-oriented and spare no expense when it comes to making a better life for themselves and their loved ones. With many lifestyle selects to choose from, this list has many enhancements to suit every mailer's needs.

Selections:

Age	\$11.00/M
Income	\$11.00/M
Gender	\$7.00/M
Homeowner	\$11.00/M
Dwelling Type	\$11.00/M
Length of Residence	\$11.00/M
Geography	\$7.00/M
Speaks Spanish at Home	\$11.00/M
Religion	\$11.00/M
Business Executives	\$11.00/M
Presence of Children	\$11.00/M
Marital Status	\$11.00/M
Donors	\$11.00/M
Sweepstakes Entrants	\$11.00/M
Mail Order Buyer	\$11.00/M
Hobby Buyers by Type: <i>Craft's, Sewing – Buyer;</i>	\$11.00/M

Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins, Collectibles

Please inquire for additional selections!

AVRICK DIRECT, INC.

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LIST TYPE

30 Day Hotline

UNIVERSE

6 Month ,1380,000

GEOGRAPHY

United States

SOURCE

Processing centers, warranty card, MOB, new movers

GENDER PROFILE

42% male / 44% female

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

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

ORDERS OR COUNTS FOR THIS QUALITY LIST:

Orders: orders@avrick.com
Counts: counts@avrick.com
Phone: (805) 683-6551
Fax: (805) 683-6553

CONTACT INFORMATION

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