

MAIL LIST CRITERIA



Our goal is to compile a list of only the best prospects from your target market. We'll work with you to create a high quality list that is comprised of your "ideal client."

Below are some of the specific search criteria available for Consumer and Business mailing lists. This is only a small sampling, so please don't hesitate to ask if you don't see what you're looking for.

Geographic Criteria

- State
- Zip Code
- Radius from Zip Code or Address
- County
- Carrier Route
- Area Code & Prefix

Consumer Criteria

- Adult
 - Age Selection
 - Birth Month / Year
 - Gender
- Name / Title
 - First Name
 - Last Name
- Occupation
 - Female Occupation
 - Male Occupation
- Marriage
 - Marital Status
 - Marriage Date Range
- Child
 - Age Selection
 - Grade Selection
 - Quantity in Household
 - Gender
- Income
 - Household Income range
 - Expendable Income
 - Net Worth Ranking
- Ethnicity
- Household
 - Language Spoken in Household
 - Religion of Household
 - **Household with Grandparent, cat, dog, veteran, internet user**
- Home / Realty
 - Home Ownership (Rent or Own)
 - Years at Residence
 - Multi-Family Dwelling Unit Size
 - Home Value
 - Year Built
- Presence of Pool
- Lifestyle / Interests
- Product Interests
- Donor Types
 - Environmental
 - Health
 - Religious
 - Political
 - Miscellaneous
- Auto
 - Number of Vehicles
 - Purchased Year Date Range
 - Vehicle Type
 - RF / Trailer Owner
 - Truck Owner
 - Motorcycle Owner
- Mail Order / Special Interests
 - Books/Music
 - **Computers / Electronics**
 - **Finance / Investments**
 - Pet Owners
 - Collectibles
 - Golf
 - Children's Items
 - Health / Fitness
 - Photography
 - Magazines
 - Crafts / Sewing
 - Entertainment / Travel
 - Outdoor / Recreational
 - Sports Cards / Collectibles
 - Apparel
 - Mail Order Response Frequency

Business Criteria

- Number of Employees
- Annual Sales Volume
- SIC Codes
- Executive Name & Title
- **Small Business Owners**
- Female Executives / Owners
- Year Established
- Franchise / Specialty
- **New Businesses**
- Growing Businesses
- **Work at Home Businesses**
- Credit Ratings
- Web Address
- Fax /Toll Free Numbers

A few unique examples are:

- For a retirement community we compiled a list of adult children who have their senior parents living at home with them.
- For a theme park we compiled a list of theme park vacationers and roller coaster junkies
- For a college we created a list of high school graduates who had specific interests such as technical, arts, engineering as well as other specific career path goals.