

<Convergence List Series >

# Convergence Digital Media Enthusiasts

**Count** 494,161 records; 265,715 male, 154,280 female, 74,166 unknown gender; 100% 3-line residential addresses.

**Buyer Profile** This multi-sourced list consists largely of direct response buyers of digital media products and services including digital video camcorders, digital cameras, photo-quality printers, flatbed scanners, transparency/slide scanners, web-based photo printing services, web-based photo sharing sites, video editing software, photo editing software, MP3 editing and recording software, music creation and mixing software and hardware, personal desktop publishing software, specialty papers, and supplies.

**List Applications — Technology** Digital camcorders, digital cameras, photo-quality inkjet and laser printers, scanners, desktop and mobile computer hardware and software, broadband Internet (cable, DSL, wireless, satellite), PDAs (personal digital assistants), personal web hosting, ASPs (application service providers), instant messaging, digital multimedia hardware, software, and services, gaming consoles and accessories.

**List Applications — Financial** Brokerage firms, mutual funds, commodities, online research, online financial data and news, investment newsletters, online banks, private banks, insurance including life, health, auto, home, and personal umbrella liability policies, financial planning services, financial and tax software and services, automobile leasing, jumbo mortgages, premium credit cards, affinity cards, and smart cards.

**List Applications — Health and Education** Continuing education courses, advanced degree programs, distance learning, self-help software, books, and audio tapes, mail-order and online pharmaceuticals, vitamins, and supplements, health newsletters, health club memberships, online health portals, and exercise equipment.

**List Applications — Lifestyle** Luxury vehicles and boats, exotic vacations, luxury goods including gourmet foods, wines, spirits, fragrances, and confections, designer apparel and accessories, high-end sports equipment, lifestyle magazines, audio and book clubs, personal technology products including digital TV, satellite TV, home theater, audio equipment, GPS units, radar detectors, cell/PCS phones, digital cameras and video equipment, and charitable causes including social, health, environmental, and religious.

**List Rental Fee** \$150/M; 5000-record minimum; net 30 days; brokers and agencies welcome.

**12-Month Unlimited Use License** \$63,000 for entire file; net 15 days; brokers and agencies welcome.

**Free Geographic Selects** Free geographic selects include PMSA, MSA, State, County, ZIP, ZIP+4, Radius from a central ZIP, and SCF; no charge.

**Free Demographic Selects** Free demographic selects include Gender, Household Income (est.), Housing Value (est.), and Address Type (Street/Residential, High-Rise, PO Box, Rural Route, General Delivery); no charge.

**Free Key Coding and A/B Splits** Free key coding and A/B splits are available upon request; no charge.

**Format** Comma-delimited ASCII file, sorted by Zip+4 code. Fixed-length ASCII format available upon request.

**Shipping/Availability** Approved orders are shipped the same day we receive them, usually within one hour of receipt. Alternatively, we offer free overnight shipping on CD-ROM via Federal Express.

**Quality/Hygiene** This list is regularly processed to remove duplicates, undeliverables, and do-not-mail records. First, U.S. Postal Service C.A.S.S.-certified (Coding Accuracy Support System) software is used to check each address against the U.S. Postal Service national database. Incorrect street names and missing or incorrect states and ZIP+4 codes are corrected. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the N.C.O.A. (National Change-of-Address) File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. Finally, the list is run against the DMA Mail Preference Service consumer file to remove do-not-mail records. The list is supplied in ZIP+4 format.

**Update Frequency** Monthly on the last business day of the month; approx. 15,000 new records per month.

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