



- A] QUANTITY
- B] DESCRIPTION
- C] SELECTS
- D] ADDRESSING
- E] ORDERING INSTRUCTIONS

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FILE: # 2.0 MH GAMERZ FILE - VIDEO GAME PLAYERS

COUNTS THROUGH: 6.15.2007

A] QUANTITY

530,296	Last 12 Months	\$105/M
127,992	Quarterly Hotline	Additional \$10/M
43,751	Monthly Hotline	Additional \$20/M
436,881	Credit Card Holders	\$115/M
	eMail with Deployment	\$100/M

B] DESCRIPTION **RECENTLY RELEASED*NEW TO MARKET**

2.0 MH GamerZ File - Video Game Players is a brand new release

This file is part of the MediaHeights # 2.0 Technology Masterfile. High Tech and Tech Savvy meet up with Entertainment in this file. Survey response generates the MediaHeights **# 2.0 MH GamerZ File - Video Game Players** file. The Video Game Players in this file have indicated that they own a video game system.

This file offers a unique opportunity to create response crossover from branding that is being used in today's video games. MediaHeights has statistics on markets with high incidence of penetration for this file and records are selectable at the household or individual level. Consumers in the **# 2.0 MH GamerZ File - Video Game Players** file have an average HHI of \$71,000.00 and the average age on the file is 47 and the file is 72% Male and 28% Female.

SELECTIONS *Buyers & Lifestyles*

» Retail Buyer	174,978
» Catalog Buyer	311,646
» Mail Order Buyer	446,757
» Online Buyer	136,100
» Men	387,102
» Women	143,196
» Income over \$100K	88,880

SELECTIONS *Lifestyles & Demographics*

» Married	332,379
» Travel	212,875
» Gamblers	24,815
» Art Collectors	54,636
» Overweight	124,620
» Hispanic	33,619
» African American	29,200

FILE:

2.0 MH GAMERZ FILE - VIDEO GAME PLAYERS

2.0 THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
Monthly Hotline	\$20/M
Quarterly Hotline	\$10/M
Age/Gender	\$5/M
Ethnicity/Religion	\$15/M
Income/Education	\$10/M
Internet/Catalog/Retail Buyers	\$15/M
Mail Order Buyers	\$15/M
Credit Card Buyers	\$20/M
Donors	\$20/M
Own RV/Boat	\$10/M
Presence of Children/Teens	\$10/M
D – I – N – K	\$15/M
Marital Status	\$10/M
Key-Coding	\$3.5/M
Zip	\$10/M
SCF	\$7/M
State	\$5/M

D] ADDRESSING

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	INQUIRE
TELEMARKETING IS NOT AVAIL	

E] CONTACT

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