

# AFM Consumer Database

Counts	Segments	Prices
265,000,000	<b>Universe</b>	\$75.00/M
	<b>Nonprofit</b>	\$65.00/M
	<b>Political</b>	\$120.00/M

## DESCRIPTION

**The AFM Consumer Database** is a multi-source database that provides premium data solutions for any consumer marketer. With hundreds of data attributes to choose from, you can apply hyper-specific consumer segments where your results will speak for themselves. **The AudienceFirst Media sales team will work with you to navigate through this database for precise targeting.**

**The AFM Consumer Database** is a perfect match for marketers in multiple verticals such as:

- Catalog
- Charitable
- Education
- Health
- Financial
- Food/Gift
- General Merchandise
- Home Services
- Insurance
- Publishing
- Travel & more

\*Please inquire about email addresses and telephone numbers counts and availability.

## LIST PROFILE & COSTS

**Source:** Online, Responders  
**Minimum Order:** 10,000

## SELECTS

Lifestyle Selects: \$15/M  
 Demographics: \$15/M  
 Geo: \$8/M  
 Recency: \$8/M  
 Gender: \$8/M

## ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

**Last update:** 9/2021

**Next update:** 10/2021

## CONTACT

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**Please send clearances & orders to:**  
[Orders@audiencefirstmedia.com](mailto:Orders@audiencefirstmedia.com)

**Sample data elements include:**

Segments
Apparel – Children’s
Apparel – Men’s
Apparel – Women’s Petite
Apparel – Women’s – Plus Sizes
Arts & Antiques
Collectibles
Collectibles – Sports Memorabilia
Cooking - General
Cooking – Gourmet
Crafts/Sewing
Current Affairs/Politics
Education
Fashion
Finance/Investment
Gaming
Gardening
Health/Fitness
History/Military
Home Furnishings
Home Office
Homeowner/ Real Estate
New Parent/Grandchild
Occupation/Career
Outdoor Interests
Parents with Children
Pet Owners
Reading (Audio, Books, Publications)
Retail Purchases
Sports Enthusiasts
Travel