

# AFM Audience 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 Audience 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 Audience 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 telephone numbers, telephone and email appends.

**\*Now Offering\*** Data Solutions for Nonprofits through AFM Audience Models: Reach consumers who are actively supporting organizations across multiple non-profit sectors.

- Animal Welfare
- Children
- Environmental
- Health
- Humanitarian
- Political
- Religious
- Veterans

## LIST PROFILE & COSTS

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

## SELECTS

Phone Numbers: \$25/M  
 Lifestyle Selects: \$15/M  
 Demographics: \$15/M  
 Geo: \$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:** 10/1/2023

**Next update:** 11/1/2023

## CONTACT

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

**Sample data elements include:**

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