

AudienceFirst Insights – Enhanced Masterfile

Counts	Segments	Prices
19,821,673	24 Mos Universe	\$75.00/M
11,660,243	12 Mos Universe	\$75.00/M
1,105,798	30 Day Hotline	+\$15.00/M
3,008,695	3 Month Count	+\$10.00/M
	Fundraiser Base Rate	\$65.00/M
	FTP/Email Delivery	\$65.00/F

DESCRIPTION

AudienceFirst Insights, Powered by Fluent, a leading performance marketing company made up of unique, self-declared data from nearly **1 million consumers daily**. This unique prospecting database applies strategic analysis including premium lifestyle and demographic data to create high-value prospect lists. With over 100 data elements available, you will find the qualified, targeted prospect you need for any market category.

The AudienceFirst Insights Enhanced Masterfile 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 telemarketing counts and availability.

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 10,000

SELECTS

Age	\$15.00/M
Gender	\$10.00/M
Ethnicity	\$20.00/M
Geo/SCF/ZIP	\$8.00/M
Religious	\$15.00/M
Lifestyle	\$15.00/M
Dwelling Type	\$15.00/M
Marital Status	\$15.00/M
Presence of Children	\$15.00/M
Education Level	\$15.00/M
Household Income	\$15.00/M
Mail Order Buyer	\$15.00/M
Mail Order Donor	\$15.00/M
Mail Responder	\$15.00/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.

LIST MAINTENANCE

Last Update	10/2023
Next Update	11/2023

CONTACT

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Please send clearances & orders to:
Orders@wearemoore.com

Enhancements	+\$15M
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Counts	Segments	Prices
766,410	Apparel – Children’s	
296,240	Apparel – Men’s – Big and Tall	
1,705,992	Apparel – Men’s	
5,286,812	Apparel – Women’s	
189,418	Apparel – Women’s Petite	
2,528,194	Apparel – Women’s – Plus Sizes	
2,850,194	Arts	
36,240,327	Avid Readers	
213,249	Bank Card	
4,126,906	Beauty/Cosmetics	
2,284,079	Boating/Sailing	
3,212,916	Books and Magazines	
3,965,921	Books and Music	
4,014,030	Camping/Hiking	
3,596,971	Cat Owner	
288,555	Children’s Apparel – Infants and Toddlers	
300,889	Children’s Learning and Activity Toys	
2,166,261	Children’s Products	
456,165	Collectibles – Arts	
2,415,256	Collectibles – Antiques	
3,189,330	Collectibles – Coins	
6,702,442	Collectibles - General	
2,118,800	Collectibles – Sports Memorabilia	
1,942,165	Collectibles – Stamps	
8,998,321	Cooking - General	
7,100,142	Cooking – Gourmet	
7,576,074	Crafts	
5,982,950	Current Affairs/Politics	
5,664,917	Dieting/Weight Loss	
5,015,528	Dog Owner	
2,747,677	Environmental Issues	
442,957	Equestrian	
9,641,032	Exercise/Health	
1,726,701	Exercise/Aerobic	
1,544,967	Exercise/Running/Jogging	

4,278,516	Exercise/Walking
3,476,493	Foods – Natural
4,470,384	Fishing
3,171,468	Gaming – Casino
8,311,759	Gardening
3,867,078	Golf
4,781,176	Green Living
3,668,619	Health and Beauty
1,796,289	History/Military
96,168	Hunting
4,604,735	Hunting/Shooting
1,070,722	Jewelry
10,457,314	Mail Order Buyer
10,463,788	Mail Order Responder
91,443	Military Memorabilia/Weaponry
1,324,604	Motorcycling
7,309,013	Music – Avid Listener
3,078,885	NASCAR
8,214,783	Outdoor Grouping
9,969,892	PC Owner
667,448	Reading – Audio Books
4,382,486	Reading – Financial Newsletter Subscribers
9,754,100	Reading – General
9,914,061	Reading – Magazines
4,056,146	Reading – Religious/Inspirational
3,751,123	Religious/Inspirational
3,703,692	Self Improvement
3,454,024	Sewing/Knitting/Needlework
6,923,725	Sweepstakes/Contests
2,770,039	Theater/Performing Arts
4,665,761	Travel – Cruise Vacations
5,636,265	Travel – Domestic
9,259,272	Travel Grouping
656,090	Value-Price General Merchandise
2,789,289	Veteran
3,283,093	Woodworking



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