

# Your Best Source for Direct Mail Prospecting & Customer Profiling

## Buyer & Subscriber Categories

Apparel  
Accessories  
Children's Apparel  
Lingerie  
Men's Apparel  
Misc. Apparel  
Shoes  
Women's Apparel  
Antiques  
Automotive  
Bible/ Devotional  
Boating/ Sailing  
Books  
Cable TV  
Career  
Children's Product (Non-Apparel)  
Children's Publications  
Collectibles  
Computers  
Cooking  
Cosmetics  
Crafts  
Diet & Weight Loss  
Domestic Products/  
Housewares  
Electronics  
Entertainment  
Executive/ Office Products  
Fashion  
Women's Fashion  
Men's Fashion  
Fitness/ Exercise  
Gardening  
General Merchandise  
General Sports  
Gifts  
Golf  
Health  
Holiday/ Seasonal Buyers  
Home Decorating  
Investment  
Jewelry  
Motorcycling  
Music  
Outdoors  
Hunting/ Fishing  
Pet Products  
Photography

Rural Life/ Farming  
Seniors  
Stationery  
Tools  
Travel  
Video  
Young Families

## Lifestyle Selects

Automotive Work  
Bible/Devotional  
Bicycling  
Boating/Sailing  
Book Reading  
Cable TV Viewing  
Camping/Hiking  
Career Activities  
Casino Gambling  
Cat Owners  
Charitable Donors  
Collectibles/Collections  
Community/Civic Affairs  
Crafts  
Cultural Arts/Events  
Current Affairs/Politics  
Dog Owners  
Dieting/Weight Control  
Electronics  
Fashion  
Fine Arts/Antiques  
Fishing  
Gardening  
Golf  
Gourmet Cooking  
Home Video Recording  
Home Workshop  
Houseplants  
Grandchildren  
Health/Natural Foods  
Home Decorating  
Home Computer  
Home Video Games  
Hunting/Shooting  
Military Veterans  
Motorcycling  
Needlework/Knitting  
Own a CD Player  
Our Nation's Heritage  
Opportunity Seeker  
Photography  
Physical Fitness

Power Boating  
Pre-recorded Videos  
Real Estate Investments  
Recreational Vehicles  
Running/Jogging  
Sailing  
Science Fiction  
Science/Technology  
Self Improvement  
Sewing  
Skiing  
Stamp/Coin Collection  
Stereo/Records/Tapes  
Stock/Bond Investment  
Sweepstakes  
Tennis  
Travel: Foreign  
Travel: Domestic  
Walking  
Watching Sports on TV  
Wildlife/Environment  
Wine

## Demographic Data

Age  
Child's Age  
# Children in Household  
Home Ownership  
Income  
Dwelling Type  
Marital Status  
Length of Residence  
Occupation  
Ethnicity

## Automotive Data

Auto Class  
Current Value  
Purchase Type  
Model Year  
RV Owners  
Motorcycle Owner  
# Vehicles in Household

## Geo-Level Data

Neighborhood Indicators  
Carrier Route Indicators  
Zip+4  
DMA  
Neilson County



Pricing: \$80/M

AGE	\$10.00/M
AGE OF CHILDREN	\$10.00/M
GENDER/SEX	\$5.00/M
HOME OWNER	\$10.00/M
INCOME SELECT	\$10.00/M
LIFESTYLE SELECT	\$10.00/M
MAIL ORDER BUYERS	\$10.00/M
MARITAL STATUS	\$10.00/M
OCCUPATION	\$10.00/M
PRESENCE OF CHILDREN	\$10.00/M
REGENCY	\$11.00/M
SCF	\$5.00/M
STATE	\$5.00/M
ZIP	\$5.00/M
CREDIT CARD	\$10.00/M
DONORS	\$10.00/M

MarketShare is a Multi-Dimensional prospecting database with private database opportunities. MarketShare combines data from hundreds of direct response sources into an unduplicated database of 55 million households. Every individual from MarketShare has purchased, subscribed or donated via a direct response transaction.

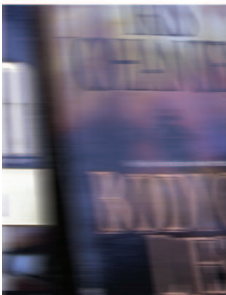
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# MARKETSHARE

Mal Dunn Associates, Inc.

## HAVING PROSPECTING PROBLEMS?

- Buyer files falling short in lifestyle coverage?
- Lifestyle lists not responsive enough for you?
- Modeled universes running out of top tiered prospects?
- Afraid to lose your customers in co-op databases?
- List fatigue now a household word?
- If your answer is yes to any or all:

## YOU SHOULD BE MAILING MARKETSHARE!

### WHY??

MarketShare now has the largest universe of buyers with over 70% lifestyle coverage!

55 million active buyers and subscribers from over 200 participants with monthly data feeds.

Interest data from two industry leading sources plus CPI, Mal Dunn's proprietary consumer passion index yields the highest penetration in over 140 lifestyle selects.

Mal Dunn's in-house modeling and analytics staff are marketers that not only know how to utilize all the data but has in-depth knowledge of the markets you're targeting.

## MarketShare Applications

### Prospecting

MarketShare combines rich, quality data with exceptional flexibility that allows direct marketers to create a custom prospecting pool to call their own. Through our dynamic prospecting method, mailers find key prospects in virtually every consumer market. Prospect with MarketShare in your direct mail campaign and find out what hundreds of direct mailers already know.

### Modeling

MDA's in-house modeling staff offers the unique opportunity to uncover your best prospects through modeling and analytic techniques. Over 100 mailers are continuing on successful models. There is never an up-front cost nor any future commitment of minimum usage - just a nominal scoring fee when used.

### Reactivation

MarketShare's rich data combined with recent transactional information creates an environment for list owners to reactivate expired or previous customers and identify key prospects within their own database. Reactivated records can also be marketed as an extension of your active file for incremental list revenue, which can offset the fee for reactivation.

### Participation

List owners are encouraged to participate in MarketShare to reap added benefits. Participants in MarketShare receive incremental list rental income, quality prospects at a reduced rate, and insightful knowledge about their own house file through comprehensive customer analysis reports. There is no cost for participation and all offers are cleared for approval.