



Hispanic | Email & Postal

United States - Over 7,427,185 email records

United States - Over 9,116,458 postal records

There has been a dramatic increase in the U.S. Hispanic population in recent years and it is having a significant impact on the American economy and its cultural landscape. U.S. Hispanic buying power has grown over 156% in the past 7 years to approximately \$452 billion, a phenomenal increase that will keep climbing as the number of Hispanics continues to grow.

Gender

Male 57%

Female 43%

Selects

Lifestyle:

Email	Postal	Price
Credit Card Retail		
2,841,377	3,564,252	\$10/M
Bankcard		
3,534,396	4,433,581	\$10/M
Homeowner		
3,465,094	4,346,649	\$10/M
Renter		
3,187,886	3,998,917	\$10/M
Presence of Children		
3,484,499	4,370,990	\$10/M
Education		
3,481,082	4,366,643	\$10/M
Marital-status		
3,499,398	4,389,680	\$10/M
Occupation		
3,471,608	4,354,820	\$10/M
Household income		
4,006,272	5,025,508	\$10/M
Computer /Software buyers		
3,770,715	4,730,023	\$10/M
Music preference/buyer		
3,396,970	4,261,193	\$10/M
Mail order buyer		
3,397,663	4,262,063	\$10/M
Magazine subscribers		
574,305	720,414	\$10/M
Donor (by interest)		
3,538,901	4,439,232	\$10/M

Pricing

Email CPM: \$115

Postal CPM: \$85

Maintenance: Monthly

Deliverability: 100% Guaranteed

Minimum Order: 5,000 records

Email Data Source: Internet/Online/Web Registration

Postal Data Source: Compiled

*A \$50.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.

Additional Selects: Gender, City, State, Zip, SCF, Phone number, 10/M extra; 6 month hotline, 15/M extra; 3 month hotline, run charge (cancellation), 20/M extra; Phone number, 40/M extra; key coding, 10/M extra.