

YourMusic.com Former Members

YourMusic.com was a music subscription service offering releases in every popular genre. In conjunction with transactional and lifestyle enhancement data, the former members file is now available to advertisers for selection by past music genre purchase, and current transactional or interest behavior, as well age, ethnicity, household income, presence of children and more.

These music fans are ideal prospects for collectibles, memberships, fundraising, self-improvement, children and family, travel offers and more.



SEGMENTS

3,917,595	12-month Buyers	\$60/M
1,001,254	1- month Recency	+ \$12/M
	Fundraising Offers	\$50/M

DEMOGRAPHICS

70% Female, Average Age: 50,
Median Income: \$75,000

MINIMUM QUANTITY

10,000

AVERAGE ORDER VALUE

\$38

ADDRESSING

FTP \$75

NOTES

Delivery: 3-5 working days.

Rush Fee Available: \$75/F

Net Name Policy: 85% on orders of 50M or more with \$10/M running charge. Computer verification must accompany payment.

Payment Policy: New mailers or brokers must prepay. Net 30 days from mail date.

Terms: Complete sample required. Reciprocal rental may be required. Mailers may omit prior 6 months of usage. No telemarketing.

Cancellation Policy: If cancellation is made before order is run, no charges are incurred. Orders cancelled before mail date will incur a \$75 cancellation fee, \$10/M running charge plus shipping, selects, and format fees. Orders cancelled after mail date and/or merge must be paid in full.

SELECTS

Classical Music	
Christian Music	
Country Music	
Gospel Music	
Jazz Music	
Latin Music	
State/SCF/Zip Code	+ \$8/M

TRANSACTIONAL, DEMOGRAPHIC & LIFESTYLE SELECTS

Age	\$6M
Ethnicity	\$10/M
Gender	\$6/M
Household Income	\$6/M
Bible Devotional	\$8/M
Donor	\$8/M
Mail Order Buyer	\$10/M
Interest	\$8/M
Pet Product Buyer	\$10/M
Plus Size Apparel Buyer	\$10/M
Presence of Children	\$6/M

CALL FOR ADDITIONAL SELECTS



For a customized recommendation, please contact Sandra Roscoe:

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