



**PARAMOUNTLISTS, INC.**  
Since 1972

## American Transactional Buyers - COLLECTIBLES

Consumers that have a passion for collecting

### DESCRIPTION

Each one of these individuals LOVE collecting! Their true passion is adding "ONE MORE" piece to their collection - until the next piece appears and is irresistible to them. These buyers have collectively spent \$217,000,000 in the last 12 months. All have made a purchase recently based on their specific collector interests. These prospects are special because they are all BUYERS!!! Unlike files that are filled with survey responders promising an "interest" in the household, the consumers in this file have all made a transaction recently!

#### Sources:

100% Transactional Data

#### Updated:

Monthly

### ADDITIONAL NOTES

- Minimum order of 5,000 records.
- E-mail Campaigns minimum order of 15,000 records.
- Cancellation Charges \$100.00 Flat before the mail date. After mail date due in full.
- Please inquire for Net Name Arrangements & Re-Uses.
- 20% Brokers Commission applies where applicable.
- All prices subject to change without notice.

### SPECIAL INSTRUCTIONS

-Sample mail piece or telemarketing script required for approval.

### CONTACT INFORMATION

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### SEGMENTS

### QUANTITY

### COST

Database	6,991,140	\$95.00 /M
Telemarketing	1,398,228	\$+15.00 /M
Hotline		\$+10.00 /M
General	1,007,973	\$+10.00 /M
Christmas Ornaments	400,804	\$+10.00 /M
Coins	286,400	\$+10.00 /M
Angels	282,075	\$+10.00 /M
Snowmen	257,197	\$+10.00 /M
Teddy Bears	137,036	\$+10.00 /M
Scale Models	132,740	\$+10.00 /M
Movie Memorabilia	130,446	\$+10.00 /M
TV Memorabilia	86,942	\$+10.00 /M
Music Memorabilia	72,694	\$+10.00 /M
Limited Editions	20,486	\$+10.00 /M
Certified Authentic	7,158	\$+10.00 /M
Autographed	2,526	\$+10.00 /M
Numbered Editions	6,792	\$+10.00 /M
Dolls (adult)	78,081	\$+10.00 /M
Precious Moments	72,990	\$+10.00 /M
Barbie	72,431	\$+10.00 /M
Chicken/Roosters	63,842	\$+10.00 /M
Turtles	21,725	\$+10.00 /M
Dolphins	16,901	\$+10.00 /M
Cows	6,507	\$+10.00 /M
Knives	124,387	\$+10.00 /M
Swords	53,071	\$+10.00 /M
Lighthouses	35,884	\$+10.00 /M
Birdhouses	24,549	\$+10.00 /M
Fairies	34,766	\$+10.00 /M
Superheroes	8,868	\$+10.00 /M
Harry Potter	5,016	\$+10.00 /M
Warner Bro/Loony Tune	2,722	\$+10.00 /M
Clowns	326	\$+10.00 /M
Nutcrackers	22,447	\$+10.00 /M
Peanuts(Schultz)	19,218	\$+10.00 /M
Hummels	2,257	\$+10.00 /M
Train Collectors	6,953	\$+10.00 /M

### SELECTS

Age	\$10.00 /M
Income	\$10.00 /M
Gender	\$10.00 /M
Homeowner	\$10.00 /M
Marital Status	\$10.00 /M
Transaction Amount	\$10.00 /M
Transaction Month	\$10.00 /M

### ADDITIONAL SELECTS

Geography	\$10.00 /M
Run Charges	\$10.00 /M
Zip+4	\$10.00 /M
Keying	\$10.00 /M
Key Coding	\$10.00 /M

### ADDRESSING

3X5 Cards	\$15.00 /M
8 1/2X11 Paper	\$10.00 /M