



# Data Cards

## 1TM Reader Multi-Channel Marketing Database

One of the most comprehensive targeting tools to reach Readers of novels and magazines by area of interest and demographic data.

41,465,431	EMAIL	\$65.00/M
	PLEASE INQUIRE ABOUT COUNTS FOR SPECIFIC INTERESTS	

**This file is updated monthly.**

Options Media's Industry-leading 1TM Reader Multi-Channel Marketing Database is a compiled database of motivated online consumers who like to read. It is sourced from our vast network of permission-based websites and is updated monthly. Our subscribers have specifically requested to receive promotions and offers on specific areas of interest.

**We get your message to the right audience!**

Targeted campaigns are the key to successful online results. Our lists are enhanced with all the key demographics and lifestyle selects to get your offer to the most responsive avid Readers. By targeting those consumers that are most likely to buy your product or service.

Options Media's 1TM Database offers 700 different data selections Please inquire about our full range of available targeting criteria including:

- Reading: Astrology
- Reading: Best selling fiction
- Reading: Bible or devotional
- Reading: Children's
- Reading: Computer
- Reading: Cooking or Culinary
- Reading: Country Lifestyle
- Reading: Fashion
- Reading: Gossip or Entertainment
- Reading: History
- Reading: Interior decorating
- Reading: Medical or Health
- Reading: Military
- Reading: Mystery
- Reading: Natural Health Remedies
- Reading: Romance
- Reading: Science Fiction
- Reading: Science or Technology
- Reading: Sports
- Reading: World News or Political

# Pricing Information

## \$65/M Email

Minimum order \$1000.00  
30, 60 and 90-day Hotlines are available please inquire for quote.

## sms & Postal: call for Pricing

Options Media's 1TM Database offers **700 different data selections**, please inquire about our full range of available targeting criteria.

Available selects include:

Hhld Credit	\$10/M
Hhld Income	\$10/M
Interest & Lifestyle	\$10/M
Age	\$10/M
Ethnicity/Race	\$10/M
Language Preference	\$10/M
Marital Status	\$10/M
Presence Children	\$10/M
Presence of Senior	\$10/M
Own/Rent	\$10/M
Education Level	\$10/M
Geo Location	\$10/M

Broadcasting and tracking reports are included in CPM price.

Hosting \$50Flat  
Creative services available please inquire.

Standard Broker Commission 20%

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