

Canada Complete™: Interests

This mailing list allows accurate targeting of prospects who have shown a particular interest through self-reported data. For added personalization and to help boost response rates, this comprehensive list also includes a subset of consumer names sourced from self-reported survey data and the telephone directory publishers. All address records are validated against our mail delivery database to ensure deliverability and completeness (including full apartment and suite information).

General Details

Type	Consumer, Interests
List universe	13,467,720
Minimum order	5,000
Base cost / thousand	\$32.50
List updated	Monthly

Complimentary Services

Address Accuracy, including Statement of Accuracy	✓
National Change of Address (NCOA)	✓
Canadian Marketing Association 'Do Not Mail' suppression	✓
Deceased suppression	✓
Secure File Transfer	✓

Interests	Costs
Charitable donors	\$20.00/M
Travel frequency	\$20.00/M
Reading preferences	\$20.00/M
Mail order buyers	\$20.00/M
Common ailments	\$20.00/M
Telecommunication users	\$20.00/M
Hobbies	\$20.00/M
Home & leisure	\$20.00/M
Sport	\$20.00/M
Nutrition & diet	\$20.00/M
Pet owners	\$20.00/M
Avid readers	\$20.00/M
Travel preferences	\$20.00/M
Travel destinations	\$20.00/M
Credit card spending	\$20.00/M
Credit card features	\$20.00/M
Credit card payment patterns	\$20.00/M
Investment	\$20.00/M
Loyalty card holders	\$20.00/M

Selects	Costs
Consumer Names	\$20.00/M
Geography	\$10.00/M
Telephone numbers	\$25.00/M
Residence type (houses / apt)	\$20.00/M
Residential mail volume	\$40.00/M
Mail recipients	\$25.00/M
French language indicator	\$10.00/M
Parcel lock box	\$20.00/M

Demographics	Costs
Gender	\$10.00/M
Age	\$20.00/M
Household income	\$20.00/M
Marital status	\$20.00/M
Ethnicity	\$20.00/M
Credit score	\$40.00/M
Mother tongue	\$20.00/M
Education	\$20.00/M

Ecommerce	Costs
Ecommerce recipients	\$10.00/M
Mass merchants	\$40.00/M
Fashion	\$40.00/M
Health and beauty	\$40.00/M
Books, music, video	\$40.00/M

Movers	Costs
New addresses	\$17.50/M
New occupants	\$17.50/M
1-month recency	\$25.00/M
2-month recency	\$25.00/M
3-month recency	\$20.00/M

Lifestyle	Costs
PRIZM5	\$15.00/M
PRIZM QC	\$15.00/M

Additional services	Costs
Suppression of customer lists	\$10.00/M
'Do Not Call' suppression	\$350.00/F
Key coding	\$5.00/M
File split	\$50.00/F
Re-use (<100,000 records)	Costs
Base cost	\$22.50/M
Select(s) cost	50% off
Re-use (>100,000 records)	Costs
Base cost	Waived
Select(s) cost	50% off

National Counts by Categories

Charitable donors	956,368
Mail order buyers	1,561,210
Home & leisure	935,537
Common ailments	908,061
Avid readers	1,182,980
Pet owners	1,226,840

List Terms

- » For one-time use only
- » Cancellation fee: \$500.00/F
- » List valid for 90 days
- » List orders greater than 100,000 records are eligible for additional savings
- » Full terms and conditions are set out in the List Rental Agreement