

Smartmail Marketing™ Consumer Targeting Attributes

Address Attributes

Consumer names
Geography
Telephone numbers
Residence type (houses / apt)
Parcel locker box
French Language Indicator (QC)
Residential mail volume
Number of mail recipients
Property features

Demographics

Gender
Age
Household income
Marital status
Ethnicity‡
Mother tongue
Education
Credit score‡

Interests & Behaviours

Charitable donors
Travel frequency
Reading preferences
Mail order buyers
Common ailments
Nutrition and diet
Loyalty card holders
Travel reasons
Telecommunication users
Hobbies
Home & leisure
Sport
Avid readers
Travel preferences
Travel destinations
Credit card spending
Credit card features
Credit card payment patterns
Investment

Location-Based Audiences

Movie goers
Golfers
Beauty enthusiasts
Discount shoppers
Fast Food enthusiasts
Furniture stores
Bar & pub goers
Skiers
Business travellers
Coffee enthusiasts
Value grocery shoppers
Fashion enthusiasts
Fitness, health & wellness enthusiasts

Household Spending

Auto owners
Auto leasers
Charitable supporters
Condo living
Public transit users
Home renovation enthusiast
Lottery enthusiasts
Mortgage holders
Pension contributors
Pet owners
Personal care
Health care

Ecommerce

Ecommerce recipients
Mass merchants
Fashion
Health and beauty
Books, music, videos
Consumer electronics
Home & housewares
Sporting goods

Automotive‡

Vehicle type
Compact
Full size
Luxury
Intermediate SUV

Automotive‡

Vehicle type
Large pick up
Luxury sport
Sport
Subcompact
Vehicle make
BMW
Honda
Ford
Chrysler
Chevrolet
Infiniti
Toyota
Mercedes
Year
2014 to 2015
2012 to 2013
2010 to 2011
2008 to 2009
2006 to 2007
2004 to 2005
2001 to 2004
1981 to 2000
Country of Origin
American
German
Japanese
British
Italian
Korean
France
Swiss
Swedish
Russian
Parent Brand
BMW
Chrysler
Honda
Mazda
Mercedes
Nissan
Subaru

Smartmail Marketing™ Consumer Targeting Attributes

Automotive‡
Parent Brand
Toyota
Volkswagon
Volvo
Lifestyle & Life Stage
PRIZM5
Cosmopolitan Elite
Urbane Villagers
Winner's Circle
Kids & Careers
Boomerang City
Emptying Nests
Street Scenes
Asian Avenues
South Asian Achievers
Fresh Air Families
Metro Multiculturals
La Vie est Belle
Trucks and Trades
Our Time
Vielle École
Jeunes et Actifs
Traditional Town Living
Suburban Scramble
Striving Startups
Single City Jazz
PRIZM QC
Mover Data
New addresses
1-2 month recency
3-5 month recency
6-12 month recency
New occupants
1-2 month recency
3-5 month recency
6-12 month recency

Mover Data
Just Listed†
Just Sold†
On Market Selects
1-2 month recency
3-5 month recency
6-12 month recency
Household Spending
Families with young children
Entertainment fans
Renters
Restaurant frequenters
Vacation home owners
Outdoor adventurers

General Information	Costs
Consumer attribute flat rate	\$70.00/M
Premium attribute flat rate†	\$150.00/M
Premium PCT attribute flat rate‡	\$25.00/M
Suppression of customer lists	Included*
List reuse	50% of flat rate
Key coding	Included
File split	Included*
Custom	\$250/hour

*Some restrictions apply

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

List Terms

- » For one-time use only; list valid for 90 days
- » Cancellation fee: \$500.00/F
- » Minimum order: 3,000
- » Full terms and conditions are set out in the List Rental Agreement

For information on additional attributes, please call 1-877-281-4137