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Renvak
Marketing Inc.

MAIL LIST SELECTS

Let our experts help you choose the right combination of list selects for your particular promotion.

Geographic Selects

State, County, SCF, Zip Code, MSA, DMA, Zip and Zip plus 4 radiating
Carrier Route, Carrier Route Radiating, Census Tract

Demographic Selects

Adult Age Specific (MM/YY of Birth)
Child Age Specific (YYYY of Birth)
Age in 2-year Ranges
Child Age Ranges
Corrective Lens
Credit Card Usage Type
Ethnic
Ethnic Assimilation Code

Gender
Height/Weight
Home Tenure (Owner/Renter)
Household Occupation
Income – Estimated Household
Income Producing Assets
Length of Residence
Mail Responder / Buyer / Donor

Marital Status
Net Worth
Number of Adults
Number of Children
Number of Persons
Presence of Adults by Age Range
Religion
Telephone Number

Housing/Property Selects

Assessed Value Range
Construction Year Range
Credit modeled lists
Dwelling / Property Type
Estimated Equity Range

Market Value Range
Mortgage and realty lists
New homeowner
New mover
Presence of Pool

Purchase Amount Range
Purchase Year
Square Footage
Specialty lists requests

Consumer Interests

Specific Consumer Interests or Inferred Interests

Art/antique collecting
Automotive work
Bible/devotional reading
Bicycling
Boating/sailing
Book reading
Buy pre-recorded videos
Cable TV viewing
Camping/hiking
Career-oriented activities
Casino gambling
Collectibles/collections
Community/civic activity
Crafts
Cultural/arts events
Current affairs/politics
Dieting/weight control
Donate to charitable causes
Electronics
Fashion clothing
Fishing
Foreign Travel

Gardening
Golf
Gourmet Cooking/Fine Wines
Grandchildren
Health/natural foods
Home furnishings/decorating
Home video games
Home video recording
Home/personal computer
House plants
Household pets
Hunting/Shooting
Mail order
Military veteran
Money making opportunities
Motorcycling
Needlework/knitting
Our Nation's Heritage
Own a cat
Own a CD player
Own a dog
Photography

Physical fitness/exercise
Power boating
Real estate investments
Recreational vehicles
Running/jogging
Sailing
Science fiction
Science/new technology
Self-improvement
Sewing
Snow skiing
Stamp/coin collecting
Stereo/records/tapes/CDs
Stock/bond investments
Sweepstakes/contests
Tennis
Travel in the USA
Walking for health
Watching sports on TV
Wildlife/environmental issues
Wines

Outdoor Interests

Boat Length
Boat Primary Owner
Boat Propulsion Code:
 Motor / Sail
Boat Type
Boat Motor Type
Boat Hull Type
Boat Year Model
Fishing Boat Type
Number of Boats Owned
Presence of Aircraft
Presence of Fishing/Hunting
Presence of Boat Owner

Hunting/ Fishing License Type
 General Fishing
 Saltwater Fishing
 Hunt/Fish Combination
 Non-Specific Hunt
 Deer Hunt
 Bear Hunt
 Turkey Hunt
 Big Game Hunt
 Waterfowl/Migratory
 Bow/Archery Hunt

Self-Reported Hunting/Fishing
 Bass Fishing
 Fly Fishing
 Saltwater Fishing
 Other Fishing
 Fish Out of State
 Deer Hunting
 Waterfowl Hunting
 Bow Hunting
 Other Hunting
 Hunt Out of State

Additional Files

Commercial Database
Credit Modeled Lists
Call for more information.