

# New Bank Card Issues Database



# Whitestone Data

TODAY'S BEST LISTS

[www.whitstonedatallc.com](http://www.whitstonedatallc.com)

6,452,745	Total Universe / Base Rate	\$85.00 /M
325,875	Monthly Hotline	\$95.00 /M
89,745	Weekly Hotline	\$115.00 /M
	Phones	\$200.00 /M

## Summary Description

The WhitestoneData New Bank Card Issues Database can give marketers access to households with newly and re-established credit. These records are obtained through credit transactions from multiple sources to include retail establishments, gas stations, department stores and mail order companies. These people have just obtained a new credit card and have a new credit line to use. Since they are in possession of this new card, they are more likely to use the card to make purchases. This file is recommended for a number of campaigns, Credit offers, magazine subscriptions, book and music clubs, movie clubs, computer and electronic retailers, sports card collectibles.

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**Average Age: 35**

**Average HHI: \$45,000**

### Selects:

12 Month hotline	\$5/m
3 Month hotline	\$5/m
6 Month hotline	\$5/m
Credit card buyers	\$5/m
Ethnicity	\$10/m
Mail order buyers	\$5/m
Monthly hotline	\$5/m
Date of Birth	\$5/m
Gender/Sex	\$5/m
Phone number	\$10/m

### Media / Shipping:

Diskette	\$35/F
CD	\$35/F
Email	\$50/F
FTP	\$50/F

Payment Due 30 days after mail date.  
Minimum Order: 5,000  
For net arrangements and run charges  
please inquire.