



PINNACLE LISTS

A division of West Coast Solutions, Inc.

DATA CARD

Associations - Canada

PL: 101917-000

----- **UPDATED/CONFIRMED** -----

Nov 6, 2010

----- **SUMMARY DESCRIPTION** -----

Associations and societies in Canada.

----- **SELECTIONS WITH COUNTS** -----

Minimum order 3,000.

Selections	Counts	Price per/M
Universe	17,075	\$120.00

----- **OTHER SELECTIONS** -----

Selections	Rate Per Unit	Note
Key Coding	\$6.00 M	extra
Attention Line	\$6.00 M	extra
Category	\$25.00 M	extra
Fax Numbers	\$350.00 M	extra
Female	\$10.00 M	extra
FSA	\$10.00 M	extra
Function	\$15.00	
Male	\$10.00 M	extra
One Per	\$15.00 M	extra
Phone Number	\$350.00 M	extra
Province	\$10.00 M	extra
Title	\$15.00 M	extra

Reuse(minimum 1,000)

----- **DATA CARD DESCRIPTION** -----

THIS IS A LIST OF ASSOCIATIONS AND SOCIETIES IN CANADA. THIS INITIATIVE HAS PRODUCED A COLLECTION OF INFORMATION ON NATIONAL ASSOCIATIONS OF SIGNIFICANCE, AND THEIR PROVINCIAL AND LOCAL COUNTERPARTS. THIS IS THE NEWEST ADDITION TO SCOTT'S EXTENSIVE SUITE OF REFERENCE PRODUCTS. THIS LIST IS THE PRODUCT OF INTENSIVE RESEARCH. ALL DATA HAS BEEN VERIFIED.

----- **LIST SOURCE** -----

Source	Note
Compiled	

----- **METHOD OF ADDRESSING** -----

Available Media	Rate Per Unit	Note
E-mail	\$60.00	fee

----- **RESTRICTIONS** -----

Telemarketing is not allowed. Reuse is not allowed. This list is not subject to Chapter 5 of the Statutes of Canada 2000 .

----- **UPDATE SCHEDULE** -----

Updated monthly.

On Time, On Target, Complete List Solutions!

2624 Bruce Road, Duncan, Vancouver Island, BC, Canada V9L 6L4

Tel. 1 (888) 351-LIST (5478) ▲ Fax. 1 (888) 845-3405

info@pinnaclelists.com ▲ www.pinnaclelists.com



PINNACLE LISTS

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DATA CARD

Today's Parent Magazine

PL: 061122-000

----- **UPDATED/CONFIRMED** -----

Jan 22, 2011

----- **SELECTIONS WITH COUNTS** -----

Minimum order 5,000.

Selections	Counts	Price per/M
Universe	157,112	\$225.00
English	151,997	\$225.00
Last 3 months	19,788	\$225.00
Last 6 months	20,513	\$225.00
Last 12 months	51,331	\$225.00
Last 12 month expires, 195.00/M.		

----- **OTHER SELECTIONS** -----

Selections	Rate Per Unit	Note
Nth Name		
Postal		
NDG SEQ		
LCP SEQ		
Key Coding	\$5.00 M	extra
Province	\$10.00 M	extra
FSA	\$10.00 M	extra
Last 3 Months	\$15.00 M	extra
Direct Mail Sold	\$15.00 M	extra
Reuse (min 1,000)		

----- **SUMMARY DESCRIPTION** -----

Today's Parent is the magazine for and about Canadian parents.

10% male; ages 25-34.

Average unit of sale \$17.95.

----- **DATA CARD DESCRIPTION** -----

TODAY'S PARENT IS CANADA'S NATIONAL PARENTING MAGAZINE, SERVING MOTHERS AND FATHERS OF CHILDREN FROM PREGNANCY, BIRTH TO THE EARLY TEENAGE YEARS. EACH ISSUE COVERS WHAT MATTERS TO PARENTS, FROM HEALTH AND EDUCATION TO BEHAVIOUR AND DISCIPLINE. WITH PRACTICAL ADVISE ON ALL ASPECTS OF PARENTING, IT'S THE ONE-STOP PARENTING GUIDE FOR ALL CANADIANS. REACH THIS GROUP OF PARENTS NOW. THIS LIST IS IDEAL FOR FUNDRAISERS, FINANCIAL, INSURANCE, CATALOGUE, ENTERTAINMENT AND A VARIETY OF CONSUMER PRODUCTS AND SERVICES.

64% EMPLOYED

AVERAGE HOUSEHOLD INCOME: \$64,000

AVERAGE READERSHIP PER COPY: 10

----- **LIST SOURCE** -----

Source	Note
Direct Mail	

----- **METHOD OF ADDRESSING** -----

Available Media	Rate Per Unit	Note
E-mail	\$50.00	fee

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----- RESTRICTIONS -----

Telemarketing is not allowed. Duplicates between lists may not be mailed at a later date. Reciprocal access to mailer's list is requested.

----- UPDATE SCHEDULE -----

Updated monthly.

Universe Canada Masterfile

PL: 624713-000

----- UPDATED -----

Jan 10, 2011

----- SELECTIONS WITH COUNTS -----

Minimum order 5,000.

Selections	Counts	Price per/M
Total list	8,305,359	*\$180.00

(*) Canadian funds.

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Province	\$15.00	M	extra	
Key Records	\$2.00	M	extra	
Recency	\$15.00	M	extra	
Age/Income Combined	\$30.00	M	extra	
Phone Follow-up	\$150.00	M	extra	
Mosaic	\$15.00	M	extra	
Interest	\$15.00	M	extra	
Phone Numbers	\$20.00	M	extra	
Age	\$20.00	M	extra	
Frequency	\$15.00	M	extra	
PRIZMce (min 3)	\$15.00	M	extra	
Monetary	\$15.00	M	extra	
Household Income	\$20.00	M	extra	
Residence Type	\$15.00	M	extra	
500.00+ Buyers	\$30.00	M	extra	
PSYTE (min 3)	\$20.00	M	extra	
Length Of Residence	\$20.00	M	extra	
Mail Order Buyers	\$15.00	M	extra	
Multi Direct Mail Responders	\$15.00	M	extra	
Gender	\$15.00	M	extra	

----- SUMMARY DESCRIPTION -----

Database that combines the most up-to-date Canadian addresses with demographic and direct response information.

----- DATACARD DESCRIPTION -----

UNIVERSE CANADA IS THE MOST REPUTABLE AND ACCURATE DATABASE OF CANADIAN HOUSEHOLDS ON THE MARKET. THE COMPLETE FILE IS UPDATED EVERY MONTH WITH PHONE LISTINGS FROM THE TELEPHONE DIRECTORY PUBLISHERS. IN ADDITION, UNIVERSE CANADA OFFERS A RESPONSE ELEMENT THAT HAS BEEN BUILT THROUGH THE COOPERATIVE MERGING OF MANY PROMINENT CANADIAN DIRECT RESPONSE LISTS. THIS SEGMENT ALLOWS FOR THE AVAILABILITY OF A WIDE RANGE OF SELECTS, INCLUDING RFM, SUBSCRIBERS, BUYERS, MULTI-BUYERS, AND INTEREST CATEGORIES. THE DIRECT RESPONSE ELEMENT OF UNIVERSE CANADA INCLUDES CLOSE TO 2 MILLION RECORDS. INTERESTS CATEGORIES INCLUDE: MAIL ORDER BUYERS; CRAFTS/HOBBY/DO IT YOURSELF; FAMILY & KIDS; OUTDOORS & SPORTS; PERSONAL FINANCE; CONTESTS & GAMES; TRAVEL & LEISURE; SELF & HEALTH; HOME & GARDEN; ENTERTAINMENT; CULTURAL PURSUIT.

----- LIST SOURCE -----

Source	Note
Direct Response	

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per	Unit	Note
E-mail	\$50.00		fee	

----- UPDATE SCHEDULE -----

Updated monthly.

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Residence Ownership	\$15.00	M	extra
Construction Period	\$15.00	M	extra
FSALDU	\$15.00	M	extra
New To File	\$15.00	M	extra
Avid Reader (2+)	\$20.00	M	extra
New Movers	\$15.00	M	extra

Universe Canada: Self & Health

PL: 635493-000

----- UPDATED -----
Feb 8, 2011

----- SUMMARY DESCRIPTION -----

Canadian households interested in fashion and beauty as well as fitness, well being and health.

----- SELECTIONS WITH COUNTS -----

Minimum order 5,000.

Selections	Counts	Price per/M
Consumer health	1,147,923	\$205.00

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Province	\$15.00	M	extra	
French	\$5.00	M	extra	
Key Records	\$2.00	M	extra	
Recency	\$15.00	M	extra	
Ethnic Origin	\$5.00	M	extra	
Phone Follow-up	\$150.00	M	extra	
Phone Numbers	\$20.00	M	extra	
Frequency	\$15.00	M	extra	
Monetary	\$15.00	M	extra	
Residence Type	\$15.00	M	extra	
Length Of Residence	\$20.00	M	extra	
Mail Order Buyers	\$15.00	M	extra	
Residence Ownership	\$15.00	M	extra	
Construction Period	\$15.00	M	extra	
FSALDU	\$15.00	M	extra	
Age	\$20.00	M	extra	
Household Income	\$20.00	M	extra	
Age/Income Combined	\$30.00	M	extra	
Paper Printout	\$10.00	M	extra	

----- DATACARD DESCRIPTION -----

THE INTEREST LIST CONSISTS OF INDIVIDUALS WHO HAVE SHOWN A PARTICULAR INTEREST EITHER BY SUBSCRIBING TO MAGAZINES/CATALOGUES OR BY PARTICIPATING IN ACTIVITIES. THESE CONSUMERS BUY/ORDER VIA THE MAIL.

UNIVERSE CANADA IS THE MOST REPUTABLE AND ACCURATE DATABASE OF CANADIAN HOUSEHOLDS ON THE MARKET. THE COMPLETE FILE IS UPDATED EVERY MONTH WITH PHONE LISTINGS FROM TELEPHONE DIRECTORY PUBLISHERS.

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