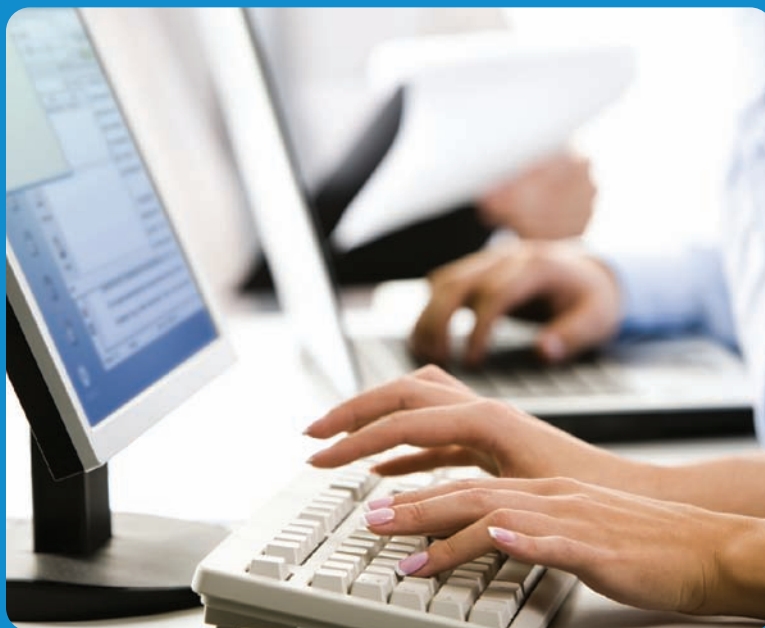


Market Update 2009

EMAIL MARKETING



Email continues to be a preferred source for consumers and business executives to receive marketing messages. ALC recommends these high performance lists for email marketers.

According to Multi-Channel Merchant, online sales have grown 30% over the past four years and 8% alone in just the past year as all other sales channels experienced declines. Additionally, average dollar amount steadily increased across all Census Divisions as both urban and rural buyers accounted for increased online sales.

On top of that news, the November 9, 2009 issue of DIRECT reports that 62% of respondents to a recent smartFOCUS survey said email was their preferred channel for receiving marketing messages. Of those, 75% said they made a purchase as a direct result of receiving commercial email!

Now all you need are high quality email lists which can be found in this 2009 ALC Email Marketing Report.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



THE REST OF THE STORY[®]
www.ALCdata.com

Email Marketing

Consumer Files

List	Count	Rate	Contact
Alloy Gen Y Opt-In Email	3,210,000	\$100/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Edvisors College Student Opt-In Email	1,277,000	\$115/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Entrepreneur Subscribers at Email Address	758,000	\$200/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Forbes.com Registrants at Email Address	527,000	\$300/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Forbes Magazine Subscribers Email Addresses	266,000	\$300/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Hearst Masterfile at Email Addresses	5,890,000	\$125/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
MH2 Consumers + Credit Consumers at Email Address Important Segments	50,900,000	\$110/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Affluent Consumers	19,400,000	\$85/M+\$25/M	
African American Consumers	9,000,000	\$85/M+\$25/M	
Ailment Masterfile	17,000,000	\$85/M+\$25/M	
Asian American	2,300,000	\$85/M+\$25/M	
Baby Boomers	69,200,000	\$85/M+\$25/M	
Catalog & Merchandise Buyers	55,000,000	\$85/M+\$25/M	
Continuity & Installment Payers	35,000	\$85/M+\$25/M	
Donors	7,100,000	\$85/M+\$25/M	
Female Consumers	114,000,000	\$85/M+\$25/M	
Male Consumers	91,200,000	\$85/M+\$25/M	
Gen X'ers	38,100,000	\$85/M+\$25/M	
Generation Y	26,200,000	\$85/M+\$25/M	
Gourmet & Wine Aficionados	9,500,000	\$85/M+\$25/M	
Health & Well-Being	20,000,000	\$85/M+\$25/M	
Hispanic American	7,300,000	\$85/M+\$25/M	
Homeowners	120,400,000	\$85/M+\$25/M	
Insurance Seekers	49,000	\$85/M+\$25/M	
Investors	1,500,000	\$85/M+\$25/M	
New Movers	8,300,000	\$85/M+\$25/M	
Renters	10,100,000	\$85/M+\$25/M	
Seniors	61,300,000	\$85/M+\$25/M	
Spanish Speaking	4,100,000	\$85/M+\$25/M	
Sweepstakes Contestants	9,700,000	\$85/M+\$25/M	
Travelers	4,400,000	\$85/M+\$25/M	

Email Marketing

Consumer Files

List	Count	Rate	Contact
Milestones Automobile Ownership Register at Email Address	45,000,000	\$150/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Milestones College Bound High School Students at Email Address	260,000	\$130/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Milestones Engaged Brides and Grooms-to-Be at Email Address	42,000	\$150/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Milestones Newlywed Husbands & Wives at Email Address	47,000	\$150/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Rodale Whole Life Email Masterfile	2,100,000	\$80/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Important Segments			
Bicycling	81,000	\$80/M	
Men's Health	765,000	\$80/M	
Organic Gardening	60,000	\$80/M	
Prevention	847,000	\$80/M	
Runner's World	174,000	\$80/M	
Women's Health	252,000	\$80/M	
Travel Lovers Database at Email Address	9,000,000	\$90/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window – Email Address	2,600,000	\$175/M	Emily Briody – 609-580-2971 emily.briody@alc.com

Business Files

List	Count	Rate	Contact
ALC Dental Office Managers at Email Address	9,400	\$450/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
ALC Dental Professionals at Email Address	66,000	\$400/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
ALC Hospital Administrators at Email Address	159,000	\$450/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
ALC MD Physicians by Specialty at Email Address	521,000	\$400/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
ALC Medical Office Managers at Email Address	218,000	\$450/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
ALC Nurse Practitioners & Physician's Assistants at Email Address	105,000	\$400/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com
ALC Pharmacists at Email Address	36,000	\$400/M	Brandon Zink – 609-580-2754 brandon.zink@alc.com

Email Marketing

Business Files

List	Count	Rate	Contact
A+ Health Insurance Seekers at Email Address	235,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
CRM Customer Relationship Management Permission Based Email	101,000	\$350/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Executive Masterfile Decision Makers Email Database	2,014,000	\$330/M	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Joonbug's Influential Young Professionals Event Attendees at Email Address	490,000	\$175/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Knowledge Management Permission Based Email	20,000	\$325/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Line 56 Enterprise Technology Management Masterfile – Permission Based Email	73,000	\$325/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Line 56.com	20,000	\$325/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Meeting Planners at Email Address	43,000	\$250/M	Maryann Posten – 609-580-2978 maryann.posten@alc.com
Portals Monthly Opt-In Email	19,000	\$325/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
SOHO Selector Email Addresses	3,300,000	\$250/M	Maryann Posten – 609-580-2978 maryann.posten@alc.com

Let us provide your next **Email Marketers** with these **proven lists**.



THE REST OF THE STORY®
www.ALCdata.com