

eTargetMedia Common Consumer Selects and Qualifiers



Our comprehensive consumer file offers an unmatched range of demographic, geographic and lifestyle selectivity to help you zero in on the right prospects with precision. Please inquire about any selection criteria not listed below as the listed selects constitute common qualifiers and may not represent all selects offered as we are continually updating our database.

Demographic Selects:

- Age
- Career Interest / Job Seekers
- Education
- Ethnicity
- Gender
- Homeowner
- Income / HHI
- Language Preference
- Marital Status
- Net Worth
- Occupation
- Presence and Age of Children
- Religion
- Voter

Geographic Selects:

- City
- County
- DMA
- Radius
- SCF
- State
- Zip Code

Lifestyle Selects:

- Arts & Entertainment
- Art / Galleries
- Arts & Crafts
- Ballet
- Beauty & Cosmetics
- Boating
- Casual Dining
- Charities / Donors
- Clubs
- Collectible / Antiques
- Concerts
- Dance & Jazz
- Electronics
- Environmental
- Family / Kids Events
- Festivals & Special Events
- Fine Dining
- Gaming
- Gardening
- Golf
- Health & Fitness
- High Tech Households
- Home Entertainment
- Home Décor
- Hunting
- Investing
- Luxury Goods / Services
- Movies
- Museums
- Music
- Musical Instruction
- Musical Instruments
- NASCAR
- Online Entertainment Users
- Painting & Sculpture
- Performing Arts
- Pets
- Politics / Party Affiliation
- Reading / Literature
- Spa Treatments
- Skiing & Snow Sports
- Sporting Events [Selects by Type of Sport]
- Theater / Performances
- Vegetarians
- Water Sports & Scuba Diving
- Wine

Please contact us at 1-888-805-3282 or info@eTargetMedia.com for information on selects. Visit us online at www.eTargetMedia.com

eTargetMedia – Common Consumer Selects & Qualifiers

Apparel / Accessories / Jewelry Selects:

Accessories	High End Jewelry Buyers
Beauty Products	Holiday Jewelry Buyers
Brand Name Jewelry Buyers	Jewelry Buyers
Casual Jewelry Buyers	Jewelry Gift Buyers
Children's Apparel	Luxury Brand Buyers
Discount / Wholesale Buyers	Men's Apparel
Fashion Buyers	Online Auction & Membership
Fashion Site Buyers	Shoes
Fashion Trend Early Buyers	Sports Apparel
Fine Jewelry Buyers	Thrift Store Buyers
High End Fashion	Women's Apparel

Auto Selects:

Auto Owner by Make	Exotic Cars
Auto Interest by Make	Foreign
In-Market by Make	Hybrid
Auto Shows	Luxury
Prospective Car Buyers	Minivans
Car / Sedan	Motorcycles
Car Repair / DIY	RVs
Classic Cars	Sports Cars
Crossovers / SUVs	Trucks
Domestic	

Buyer Selects:

Catalog Buyers	Online Buyers
Mail Order Buyers	Home Shopping Enthusiasts (HSN / QVC)

Chocolate Buyers:

Boutique Chocolate Buyer	European Chocolate Buyer
Candy Bar Lover	Mail Order Chocolate Buyer
Chocolate Gift Basket Buyer	Online Chocolate Buyer
Chocolate Gift Buyer	

Coffee Buyers:

Coffee Gift Card Buyers	Online Coffee Buyers
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Donors / Charities:

Animal Rights / Welfare	Health / Medical
Arts	Homeless
Cultural	Political
Children's	Spiritual / Religious
Environmental	Veterans

Education:

Education Responders
 Current Students: College Students,
 Grad Students, Parents of High School Students
 Online Education & Continuing Education

Food / Wine Selects:

Casual Dining	Family Dining
Cooking	Coffee Lovers
Fine Dining	Wine Enthusiasts
Gourmet / Specialty Foods	Online Wine Buyers

"Green" Sector

Natural Product Interest
 Environmental Issues Interest

Health / Weight

Weight Loss
 Nutrition
 Healthy Cooking
 Diet Supplements
 Vitamins

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Home Improvement:

Active Home Improvement	Home Furnishings
Children's Furnishings	Redecorating
Home Décor	Remodeling

Homeowners:

Homeowner	Number of Properties
Home Improvement / Do It Yourselfers	New Movers
Home Market Value	Pre-Movers
Property Type	Presence of Pool
	Year Built

Medical:

Ailments & Health Conditions
Cosmetic Surgery Interest
Pain Management [Back Pain, Neck Pain, Migraines]

Military:

Active Military
Retired Military
Veteran

Luxury/Affluent:

Gourmet Food & Dining	Luxury Homebuyers
High End Fashion	Luxury Vacations
Luxury Auto Buyers	Upscale Living
Luxury Home Décor	Wine Aficionados

Online Buyers:

Apparel	Jewelry
Books	Music & Movies
Cosmetics	Organic Lifestyle & Natural Products
Electronics / Technology	Food & Wine Baskets
Fragrance	Online Wine & Cheese
Gifts	Wine & Cheese Gift Cards
Gift Cards	Wine & Cheese Shop Regulars
Home Furnishings	

Social Media and Technology

Active Facebook Enthusiasts
Active Twitter Enthusiasts
Active LinkedIn Enthusiasts
Early Adopters of New Technology Products
Multiple Computer Households
Smartphone Owners
Tablet Owners

Personal Finance:

Banking	Investment Products
College Savings	Retirement Planning
Credit Cards	Mortgages
Insurance	

Sports:

Spectator Sports - Live Game	Golf
Spectator Sports - TV	Horse Racing
Sports Enthusiast	Soccer Fan
Baseball Fan	Tennis
Basketball Fan	NASCAR
Bicycling	Skiing & Snowboarding
Hockey Fan	Adventure Sports
Football Fan	Hunting & Fishing
Fantasy Football	Running
	Track

Travel:

Avid Travelers	Adventure Travel
Family Travel	Outdoor Interest
Luxury Travel	Casino Resorts
Domestic Travel	Golf Travel
International Travel	Spa Travel
Air Travel	