

RATE CARD:

## TargetSource® - Canada

Reach your most valuable consumers with the largest permission-based consumer responder database in Canada



### Greater Insight. Outstanding Performance.

TargetSource contains comprehensive, self-reported data for precise targeting and proven results. Updated semi-annually, TargetSource provides unparalleled targeting and segmentation capabilities to effectively reach the most responsive consumer.

Our unique Shopper's Voice® consumer survey yields a wealth of detailed information on attitudinal and purchase behaviours, intentions, lifestyles, hobbies and interests, product ownership and demographics.

### Targetsource delivers superior results with:

- Rich, self-reported data on more than 2 million Canadian households
- 450,000 new survey responders every 6 months
- Over 400,000 opt-in, email names
- Over 1,000 selections for precise targeting
- Direct mail responsive consumers
- Expert analysis, modeling and profiling
- Experienced, service-driven account team
- Customized data collection – offline and online surveys

- Database building and enhancement
- Modeling and customer profiles
- Package Insert Program to approximately 1.1 million households per year

### Our Commitment to Privacy

ICOM, a division of Epsilon Targeting, is a responsible member of North America's marketing community and has taken a leading role in the industry with respect to consumer privacy. Consumer data from ICOM includes the responder's consent to receive further offers, so clients can rest assured that consumer privacy is being respected and protected.

ICOM operates in accordance with the Canadian Marketing Association and the Direct Marketing Association's privacy guidelines and we comply fully with Canada's federal privacy law – PIPEDA.

# TARGETSOURCE® DATABASE 2009

	ENGLISH	FRENCH
<b>FULL FILE - POSTAL</b>		
2,025,000	1,600,000	425,000

	ENGLISH	FRENCH
<b>FULL FILE - EMAIL PROSPECTS</b>		
Email addresses for all TargetSource® selects	400,000	100,000

	ENGLISH		FRENCH	
<b>DEMOGRAPHICS</b>				
<b>ADULT AGES</b>	<b>MALE</b>	<b>FEMALE</b>	<b>MALE</b>	<b>FEMALE</b>
18 - 20 years	65,000	67,000	19,000	21,000
21 - 24 years	78,000	92,000	28,000	34,000
25 - 34 years	194,000	225,000	71,000	77,000
35 - 44 years	236,000	259,000	70,000	73,000
45 - 49 years	130,000	146,000	42,000	45,000
50 - 54 years	128,000	143,000	41,000	45,000
55 - 64 years	206,000	227,000	70,000	74,000
65 years or over	239,000	262,000	64,000	68,000
<b>CHILDREN'S AGES</b>				
0 - 24 months	67,000	62,000	18,000	16,000
2 - 4 years	59,000	54,000	13,000	12,000
5 - 8 years	79,000	73,000	17,000	16,000
9 - 12 years	84,000	79,000	19,000	18,000
13 - 15 years	69,000	66,000	16,000	15,000
16 - 17 years	49,000	48,000	10,000	10,000
<b>MARITAL STATUS</b>	<b>ENGLISH</b>		<b>FRENCH</b>	
Married or equivalent	920,000		212,000	
Single or equivalent	332,000		116,000	
<b>HOUSEHOLD SIZE</b>				
One	189,000		61,000	
Two	504,000		139,000	
Three	232,000		62,000	
Four or more	334,000		69,000	
<b>HOUSEHOLD INCOME</b>				
Less than \$20K	155,000		58,000	
\$20 to \$39,999	397,000		125,000	
\$40 to \$59,999	361,000		101,000	
\$60 to \$79,999	264,000		63,000	
\$80 to \$99,999	142,000		28,000	
\$100K or over	145,000		24,000	
<b>HOUSING - TYPE OF DWELLING</b>				
Apartment	107,000		82,000	
Condominium	41,000		10,000	
House - single family	939,000		246,000	
Other type	112,000		46,000	

	ENGLISH		FRENCH	
<b>DEMOGRAPHICS (cont.)</b>				
<b>HOMEOWNERS</b>				
Own	934,000		270,000	
Rent	298,000		148,000	
<b>FAMILY</b>				
Grandchildren	427,000		97,000	
Expecting a Baby	48,000		20,000	
<b>EMPLOYMENT</b>				
	<b>MALE</b>	<b>FEMALE</b>	<b>MALE</b>	<b>FEMALE</b>
Full-time	605,000	447,000	165,000	130,000
Part-time	72,000	218,000	21,000	49,000
Full-time homemaker	11,000	155,000	8,000	40,000
Self employed	117,000	82,000	20,000	16,000
College or university student	10,000	16,000	5,000	8,000
Retired	303,000	298,000	69,000	66,000
Not employed	55,000	105,000	15,000	25,000
<b>OPERATE HOME BUSINESS</b>				
	185,500		62,000	

	ENGLISH	FRENCH	ENGLISH	FRENCH
<b>LIFESTYLES &amp; INTERESTS</b>				
<b>HOBBIES</b>			<b>DONORS TO CAUSES</b>	
Baking	930,000	170,000	Animal welfare	252,000
Bird watching	181,000	34,000	Cancer	314,000
Coin collecting	124,000	20,000	Children's	440,000
Collectibles	170,000	31,000	Environment or wildlife	194,000
Cooking – gourmet	279,000	98,000	Health	495,000
Cooking – low fat	384,000	86,000	International aid	145,000
Cooking – other	478,000	68,000	Political	43,000
Crafts	540,000	83,000	Religious	350,000
Education or career advancement courses	191,000	30,000	Veteran's	61,000
Fitness and exercise	318,000	71,000	Other	271,000
Foundation Lotteries - NEW	23,000	5,500		
Gardening – any	746,000	161,000	<b>SPORTS ENTHUSIASTS, WATCH OR PARTICIPATE</b>	
Home improvement or repair	644,000	151,000	Baseball	291,000
Needlework	324,000	62,000	Football	141,000
Self-improvement courses	156,000	29,000	Golf	386,000
Theatre or performing arts	330,000	82,000	Hockey	566,000
Wine Appreciation - NEW	33,000	11,000	Running	57,000
Woodworking	284,000	140,000	Snow skiing	139,000
			Walking	645,000
<b>READING PREFERENCES</b>			Weight training	128,800
Avid readers	837,000	220,000	Other sports	449,000
Best selling fiction	586,000	160,000	<b>OUTDOOR ENTHUSIASTS</b>	
Bible or devotional	245,000	24,000	Camping or hiking	454,000
Business or financial	175,000	50,000	Fishing	310,000
Children - NEW	51,000	16,000	Hunting	151,000
Cooking or culinary	649,000	180,000	<b>OPPORTUNITY SEEKERS</b>	
Fashion	364,000	111,000	Casino gambling	153,000
Fitness or Nutrition - NEW	82,000	16,000	Sweepstakes or lotteries	454,000
History	226,000	68,000	<b>PET OWNERS</b>	
Interior decorating	391,000	142,000	Cat owners	434,000
Medical and health	478,000	109,000	Dog owners	450,000
Military	64,000	8,000		
Mystery	454,000	60,000		
Natural health remedies	311,000	57,000		
Relationships or intimacy	124,000	50,000		
Romance	341,000	87,000		
Science fiction	190,000	57,000		
Sports	321,000	69,000		
World news or politics	319,000	72,000		

NOTE: CAN BE SPLIT BOOKS VS. MAGAZINES

	ENGLISH		FRENCH	
<b>LIFESTYLES &amp; INTERESTS (cont.)</b>				
<b>TRAVEL - TRAVEL FREQUENCY</b>	<b>BUSINESS</b>	<b>PLEASURE</b>	<b>BUSINESS</b>	<b>PLEASURE</b>
4 or more trips per year	113,000	154,000	19,000	29,000
1 to 3 trips per year	183,000	782,000	38,000	183,000
Never travel	151,000	166,000	91,000	111,000
<b>TRAVEL DESTINATIONS</b>	<b>BUSINESS</b>	<b>PLEASURE</b>	<b>BUSINESS</b>	<b>PLEASURE</b>
Within Canada	226,000	884,000	53,000	156,000
USA	93,000	425,000	63,000	62,000
International	34,000	277,000	9,000	65,000
<b>TYPE OF TRAVEL</b>				
Cruises		90,000		24,000
Timeshare		22,000		6,500
All Inclusive		165,000		50,000
Theme Parks		65,000		9,000

	ENGLISH			FRENCH		
<b>IMPORTANT EVENTS</b>	<b>IN THE PAST 12 MTHS</b>	<b>IN THE NEXT 12 MTHS</b>	<b>IN THE NEXT 13-24 MTHS</b>	<b>IN THE PAST 12 MTHS</b>	<b>IN THE NEXT 12 MTHS</b>	<b>IN THE NEXT 13-24 MTHS</b>
Buy a cottage	5,000	4,000	5,000	3,000	2,000	2,000
Buy a new home	23,000	15,000	22,000	9,000	5,000	7,000
Home renovation	90,000	91,000	36,000	43,000	29,000	11,000
Marriage	21,000	17,000	18,000	9,000	4,000	4,000
Move to a new residence	43,000	29,000	24,000	21,000	11,000	7,000
New job or career	76,000	77,000	21,000	31,000	23,000	6,000
Retirement	20,000	10,000	19,000	10,000	3,000	7,000

	ENGLISH		FRENCH	
<b>PURCHASE BEHAVIOURS</b>				
<b>MAIL ORDER BUYERS</b>				
Any mail order buyer		843,000		206,000
Books		367,000		85,000
Clothing		202,000		44,000
Cosmetics		123,000		67,000
Gardening supplies		35,000		5,000
Gifts		230,000		40,000
Home furnishings		32,000		17,000
Magazines		457,000		86,000
Vitamins		402,000		76,000
All other products		189,000		27,000
<b>HOME ELECTRONICS</b>	<b>ALREADY OWN</b>	<b>PLAN TO BUY</b>	<b>ALREADY OWN</b>	<b>PLAN TO BUY</b>
Cellular phone	792,000	98,000	221,000	27,000
Compact disc player	748,000	40,600	288,900	19,400
Digital cable	368,000	55,700	136,000	20,000
Digital camera	496,000	218,000	122,000	74,000
DVD player	842,000	107,000	252,000	45,000
Home computer	769,000	132,000	215,000	43,000
Satellite TV	356,000	71,000	106,800	17,700
Video game systems	396,000	58,000	114,000	16,000

	ENGLISH		FRENCH	
<b>PURCHASE BEHAVIOURS (cont.)</b>				
<b>INTERNET</b>				
<b>INTERNET ACCESS</b>	ALREADY OWN	PLAN TO BUY	ALREADY OWN	PLAN TO BUY
Via regular phone	216,000	13,000	73,000	6,000
Via high speed phone	217,000	39,000	51,000	10,000
Via high speed cable	354,000	46,000	89,000	18,000
<b>INTERNET USAGE</b>				
To browse	685,000		176,000	
To conduct research	521,000		100,000	
To purchase products	216,000		32,000	
To bank online	456,000		117,000	
NOTE: BRANDED DATA (ISP PROVIDER) AVAILABLE				
<b>REWARD CARDS</b>				
Aeroplan	209,000		23,000	
Air Miles	856,000		251,000	
Bay or Zellers	680,000		158,000	
Optimum	411,000		40,000	
PC Points	128,000		n/a	
Petro Points	293,000		75,000	
Sears	446,000		138,000	
Other	139,000		37,000	
<b>COUPON USERS</b>	1,477,000		412,000	
<b>AUTOMOTIVE<sup>†</sup></b>				
Vehicle owner/make, model & year	1,200,000		450,000	
Intend to purchase	275,000		85,000	
NOTE: CAN BE SELECTED BY TIME PERIOD, BY MANUFACTURER AND TYPE OF VEHICLE				
<sup>†</sup> Premium Pricing				

	ENGLISH		FRENCH	
<b>FINANCIAL SERVICES &amp; INVESTING</b>				
<b>INVESTMENTS</b>	ALREADY OWN	PLAN TO BUY	ALREADY OWN	PLAN TO BUY
Life insurance	650,000	61,000	234,000	16,000
Mutual funds	456,000	44,000	81,000	8,000
RESP (educational)	121,000	38,000	31,000	9,000
RRSP	690,000	123,000	227,000	52,000
Stocks	249,000	39,000	74,000	11,000
Other investments	314,000	57,000	79,000	15,000
<b>INSURANCE RENEWAL</b>				
Automobile	469,500		136,300	
Home	445,800		141,600	
NOTE: CAN BE SELECTED BY RENEWAL QUARTER				
<b>CREDIT CARDS</b>				
Presence of credit card	966,000		246,000	
Amex	106,500		24,000	
MasterCard	283,500		91,400	
VISA - Also available by Brand	476,500		145,800	
NOTE: PAYMENT & CHARGE BEHAVIOUR, CREDIT CARD FEATURE AND BRANDED INVENTORY DATA AVAILABLE				

	ENGLISH	FRENCH
<b>FAMILY HEALTH &amp; NUTRITION</b>		
<b>FAMILY HEALTH/AILMENTS<sup>†</sup></b>		
Allergies	422,000	130,000
Arthritis	477,000	133,000
Asthma	169,000	52,000
Back pain	364,000	103,000
Diabetes	139,000	37,000
Difficulty Walking	35,000	7,000
Headaches	440,000	121,000
Hearing impairment	70,000	10,000
Heart disease	72,000	11,000
High blood pressure	172,000	40,000
Migraines	190,000	63,000
<sup>†</sup> Premium Pricing		
<b>NUTRITION &amp; DIET</b>		
Eat more natural foods	160,000	33,000
Eat a vegetarian diet - NEW	63,400	12,000
Include natural or herbal remedies	88,000	11,000
Include vitamins or minerals	270,000	45,000
Lose weight	461,000	103,000
Reduce cholesterol	241,000	66,000
Reduce fat	393,000	107,000
Reduce sugar	322,900	90,700
Eat less meat	77,000	15,000
Increase protein	143,500	38,000
Reduce carbohydrates	202,800	46,000

	CAN\$
<b>2009 RENTAL RATES &amp; TERMS</b>	
<b>BASE RATE</b>	<b>\$125/M</b>
Maximum select charged (non-premium selects only)	\$45/M
<b>FUNDRAISER RATE</b>	<b>\$85/M</b>
<b>SELECTION CHARGES</b>	
Hotline names (1, 2 or 3 months)	N/C
Geographic selects (FSA, Province)	\$15/M
Demographic variables	\$15/M
Interests & Lifestyles	\$18/M
Home Electronics	\$18/M
Home Office/Self-Employed	\$18/M
Important Events	\$18/M
Internet	\$18/M
Investments – Own or plan to buy	\$18/M
Presence of credit card	\$18/M
Mail Order Buyers	\$20/M
Auto Insurance	\$80/M
Reward cards	\$80/M
<b>PREMIUM LISTS</b>	
Automotive Owner – make, model & year	\$700/M
Auto Intender	\$950/M
Family Health	Call for details
Packaged Goods and Pharmaceutical – Categories and brands purchased	Call for details
<b>PACKAGED GOODS</b>	
Smokers in Home	Call for details

**2009 RENTAL RATES & TERMS (cont.)****TARGETSOURCE® EMAIL**

## Opt-in Email prospecting:

Base rate	\$250/M
Selects (each select)	\$25/M
Maximum select charge (non-premium selects only)	\$50/M
Delivery	\$40/M
Special online/offline discounts:	
50% base price discount on postal names	Call for details
Research Rate	Call for details

**LIST RENTAL TERMS**

Minimum order: 5,000 names
Payment due 30 days from mail date
Pre-payment required on first order
List use: rental for one-time use
Sample mail piece required for approval
50,000 name minimum required for 85% net with \$10/M run charge
Cancellation: prior to mail date \$15/M + shipping and output charges, minimum \$250 flat fee / after mail date, full charges apply
Broker commission on list rental base to recognized brokers at 20%
Rush charges or special processing fees may apply

**OUTPUT OPTIONS**

Secure file transfer \$50 per transmission
Cartridge \$35 per tape
CD \$50 per CD
Running charge \$10/M
Key coding \$5/M

NOTE: SHIPPING/DUTY EXTRA

**OTHER PRODUCTS AND SERVICES**

Customized to client's needs: Call for details

NOTE: COUNTS SHOWN ARE BASED ON ICOM'S TARGETSOURCE® DATABASE.

**ALL COUNTS ARE ESTIMATES, ACTUAL NUMBERS WILL VARY. PLEASE CALL 1.800.603.4555 FOR EXACT COUNTS.**

Call or email us today.

**ICOM, a division of Epsilon Targeting**

41 Metropolitan Road

Toronto, ON

Canada M1R 2T5

1.800.603.4555 | 416.297.7887

icom@epsilontargeting.com

### **About Us**

**Epsilon** is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit [epsilon.com](http://epsilon.com).**

**Epsilon Targeting** aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit [epsilontargeting.com](http://epsilontargeting.com).**