



## DATA CARD

### U.S. Home & Garden Enthusiasts Matching Email Addresses 1,124,389

**Sub-Selects**

\$5/CPM - \$20/CPM

Age  
City  
Gender  
State  
Zip

**Minimum Order**

10,000

**Recognized Broker**

Commission: 20%

**Cancellation After Email**

Test Fee: \$500

**Opt-in Email Addresses      \$100 /M**

Estrela Marketing Solutions Home & Garden Enthusiasts List is composed of individuals who have filled out an extensive questionnaire, providing us with information on their demographic, psychographic and geographic characteristics. This segmented database gives advertisers the capability of targeting more than 500,000 home and garden enthusiasts residing in the US, who have expressed interest in receiving email offerings of different products and services specifically tailored to their specific interest.

These are ideal prospects for: gardening and home magazines, gardening tools, fertilizer, gardening clubs, household products and offers, credit cards, software, hardware, do-it-your-self programs and literature, education programs, work-from home programs, security products, catalogs, self-improvement, electronics, wireless products, PCs, merchandise in general, and any product or service related with the home and garden. This is the opportunity to target consumers based on their hobbies and interests.

**Delivery includes:**

Text message (English, Spanish and/or Portuguese)  
HTML message (English, Spanish and/or Portuguese)  
Tracking of Click-Throughs, and Open Rates

**Creative Services:**

HTML Email Design  
Translation of creative and/or landing page  
Internationalization and consulting services  
Rates vary with service. Please consult with your account manager

**\* Deployment charges and conditions:**

Tracking at no additional cost  
Estrela Marketing Solutions advises 3 links per copy. Creative with excessive links may have additional charges. Charges will be determined on a case to case basis.

### Sources

Web sites, managed databases, newsletters, opt-in surveys

### Our Commitment

Every email recipient has registered on one of our sites or with one of our affiliates requesting to receive information on home and garden related topics. We disclose our name and contact information of every email sent in accordance with accepted anti-spam policies.

Delivery is 100% guaranteed.

101 S. Congress Ave. Suites H & I – Delray Beach, FL 33445

Website: [www.estrelams.com](http://www.estrelams.com) - Email: [info@estrelams.com](mailto:info@estrelams.com)

Toll Free: (866) ESTRELA - Palm Beach County: (561) 274-4443 Fax: (561) 274-4445