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# LIST SERVICE DIRECT INC.

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## RUSSIANS LIVING IN THE U.S.

**TOTAL FILE: 385,805**

**BASE PRICE: \$65/M**

Russian-Americans are deservedly one of the most sought after consumer markets today. The median household income and average educational attainment of Russian-Americans is far above that of the general population in America. In addition, the Russian-speaking population grew 254 percent between 1990 and 1998 and continues to increase at a rapid rate. This could be explained by the heavy migration of young professionals from Russia and the former Soviet Union Republics that has occurred in the last few years. Russian-Americans live throughout the United States and are heavily concentrated in major urban centers like New York, Los Angeles, Chicago, Philadelphia, and Boston, among others. This list enables the marketer to reach this upscale hard to find population.

### ***SELECTIONS:***

Geography:	\$5/M
Income:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Marital Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Credit Card Holder:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

**Minimum Order: 5,000**

### ***FORMAT:***

Cheshire Labels:	N/C
Pressure Sensitive Labels:	\$10/M
Telemarketing Cards:	\$10/M
Mag Tape/ IBM 3480 Cartridge:	\$25 Flat
CD-ROM/Zip Tape/ Diskette/E-Mail:	\$35 Flat

### ***CANCELLATION POLICY:***

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

### ***UPDATE CYCLE:***

NCOA'd quarterly, new names added monthly.