



## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
1	Gender	Gender	Female vs. Male Gender Flag
2	Response Performance	Direct Marketing Responders	Responsive audiences representing households who actively buy direct -- online, in the mail and over the phone
3	Response Performance	Direct Marketing Purchasers	Consumers who purchase direct and pay their bills
4	African American Product Buyers	African American Product Buyers	Books and magazines for or by African Americans offering perspective on the African American community; topics cover news, history, fashion, lifestyle, parenting, cultural insight, and health issues. Fictional books and DVD's range from adventure to romance.
5	Entertainment & Pastimes	Action/Adventure Enthusiasts	Entertainment enthusiasts with a big appetite for action. Video, books and magazines on extreme travel, sports, and exploration of both historical or fictional content. Merchandise includes apparel and equipment for such activities.
6	Entertainment & Pastimes	History Buffs	Current events and history enthusiasts with a need to feed their curiosity. DVD's and books about historic events, people, and places, both American and foreign; includes topics on Aviation, Natural History, Native American Indians, war and military heritage. Merchandise includes coins/collectibles, games, puzzles, toys, and related home accessories.
7	Entertainment & Pastimes	Hobbyists & Collectors	Active buyers with interests including gaming, puzzles, collectibles, commemoratives and crafts. Merchandise includes craft kits; collectible coins, miniatures, and figurines; puzzles, photo/scrapbooking albums and musical instruments. Books and magazines on favorite leisure activities from collecting, crafting, genealogy, painting, and photography to bird watching, camping, horsemanship, cars, and sports; includes "How To" instructional books.
8	Entertainment & Pastimes	Mystery & Horror Enthusiasts	Thrill-seeking consumers who love merchandise, media and entertainment that gets their adrenaline pumping. Both fictional and true-life crime-solving and suspense novels and DVD's.
9	Entertainment & Pastimes	Nature Lovers	Households that buy information and entertainment about the history and mysteries of our planet. Merchandise includes weather instruments, compasses, maps, toys, and outdoor items. Books, magazines, and DVD's about plants, wildlife, prehistoric animals, weather, climate, biology, geology, physics, inventions and discoveries.



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10	Entertainment & Pastimes	Sci-Fi Enthusiasts	Active buyers of products and services featuring science fiction, occult and paranormal incidents. Magazines, books and DVD's for science-fiction enthusiasts on futuristic topics, outer space, UFO's, and psychics, as well as similar products for the world of make-believe with fictitious characters and themes from princesses to Lord of the Rings.
11	Entertainment & Pastimes	Sports Enthusiasts	Households that purchase media and products featuring personal, professional and school sports. Includes magazines, books and DVD's on spectator and participant sports; apparel, household goods and general merchandise with professional team logos; sports collectibles and memorabilia.
12	Entertainment & Pastimes	Magazine Enthusiasts	Consumers who subscribe to general interest and specialty magazine titles
13	Entertainment & Pastimes	Book Fanatics	Households who purchase books from internet or direct mail
14	Entertainment & Pastimes	Media & Entertainment Products	Buyers of in-home entertainment products
15	Entertainment & Pastimes	Puzzles & Games	Avid buyers of puzzle and game related products including merchandise and books designed for children and adults; brainteasers, trivia and memory games; jigsaw, crossword and Sudoku puzzles; card, DVD and PC games.
16	Entertainment & Pastimes	Entertainment & Pastimes	Entertainment, book and magazine product buyers of Adventure, History, Hobby, Mystery, Science & Nature, Sports, and Fantasy/Science Fiction related products.
17	Family Interests	Apparel Product Buyers	Buyers of apparel including clothing for men, women, and children, from outerwear to sleepwear; shirts, dresses, sweaters, shoes, socks/hosiery, undergarments and accessories such as belts, gloves, scarves, hats, wallets, and purses.
18	Family Interests	Pet Lovers	Frequent buyers of pet products and gear. DVD's, books and magazines regarding household pets, wildlife, zoo animals and prehistoric animals, as well as toys and pet products.
19	Family Interests	Children's Products	Consumers who frequently purchase toys, books, DVD's & music for children. Books, magazines and videos geared to early learning skills, reading development, science/nature, fictional characters/fantasy themes, and Biblical stories; activity and sticker books; arts and crafts; children's music; toys, games, and puzzles.



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#	Category	Variable Descriptions	Details
20	Family Interests	Holiday Products	People oriented toward family and entertainment who buy big during holidays and celebrations. Holiday-themed stories, decorations, cards, crafts, music, foods, cookbooks, and entertaining tips.
21	Family Interests	Spiritual/Religious Product Buyers	Consumers with interests ranging from alternative lifestyles to organized religion. Bibles and Bible stories; daily devotional journals and prayers; spiritually inspired stories, philosophy and self-help advice; Christian and Gospel music; religious jewelry & accessories like crosses and angels.
22	Family Interests	Family Interests	Purchasers of children's products and family goods. Includes Children, Animals, Holiday, and Religious/Spiritual related products.
23	Finance and Money	Financial Interests	People actively seeking investment advice and information about financial products and services. Magazines, newsletters, and books offering advice on personal finance, investments, retirement, consumer spending, career and business success.
24	Health & Wellbeing	Self-Improvement	People who are interested in improving their homes, their relationships and their lives. Books, magazines and DVD's offering advice on a wide range of subjects from health to home improvement, cooking to computers, business and finance to personal relationships, gardening to parenting, and travel to weight loss; include planners and appointment journals.
25	Health & Wellbeing	Health, Wellness and Fitness	Active health and wellness buyers with an interest in health maintenance and weight loss; frequent purchasers of medical information, workout equipment, and other health & wellness products. Includes merchandise such as monitors, thermometers, nutraceuticals/supplements, and self-treatment aids. Magazines and books focused on specific illnesses, healthy cooking, special diets, fitness, weight loss, nutrition, alternate cures / remedies.
26	Health & Wellbeing	Fitness & Exercise	Active buyers of fitness and exercise related products, including DVD's on running, bicycling, yoga, Pilates, personal training and workout routines, exercise equipment such as pedometers, massage rollers and air climber systems, as well as magazines and books.
27	Health & Wellbeing	Weight Loss	Buyers of books, magazines and videos offering special diets, nutrition, recipes, exercise and health tips to control or modify eating habits and loss weight.



## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
28	Health & Wellbeing	Health & Wellbeing	Avid purchasers of products related to health and wellbeing
29	Home & Garden Interests	Cooking/Food Enthusiasts	Foodies and entertainers who are avid buyers of cooking tools, gadgets, magazines & books. Merchandise includes baking & cookware and food preparation & storage equipment. Cookbooks and magazines offering recipes or advice on cooking techniques.
30	Home & Garden Interests	Arts & Crafts	Active buyers of home-based craft & hobby products, scrapbook supplies, stencils, iron-on transfers, sewing patterns, stitchery, quilting, keepsake albums & floral arranging products. Books, magazines and kits offering ideas, instructions and/or supplies to create your own crafts at home; includes sewing, knitting, crocheting, quilting, beading & jewelry making, card making, scrapbooking, painting, and woodworking; some designed specifically for children or holidays.
31	Home & Garden Interests	Lawn & Garden Enthusiasts	Avid buyers of gardening books, planners, plants, bulbs, seeds, yard and garden equipment and ornamentation. Instructional and hints/tips books and magazines focusing on techniques for flower, vegetable, ornamental, container and organic gardening, composting, and landscaping. Also includes gardening tools, equipment, plants, bulbs, pest repellers and garden ornaments such as wind chimes, statues, lights and decorative stones.
32	Home & Garden Interests	Home Décor	Consumers who take pride in the appearance of their homes. Merchandise includes calendars, posters, wall art, clocks, figurines, vases, candle holders, table linens & decorations, pillows, rugs, and bed & bath accessories. Books and magazines offering home decorating styles and tips.
33	Home & Garden Interests	House & Garden Enthusiasts	Households who have made purchases of Home Décor, Lawn and Garden, Cooking products or Arts and Crafts
34	Home & Garden Interests	House & Garden Merchandise Buyers	Households who buy home and garden products from internet, direct mail and call centers.
35	Home & Garden Interests	Home & Garden Interests	Consumers focused on all things domestic: home improvement and entertainment. Includes all Home Décor, Gardening, Cooking, and Craft products.



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#	Category	Variable Descriptions	Details
36	Men's Interests	Men's Products	Buyers of men's interest products and services. Merchandise includes rings, watches, wallets, apparel, belts, gloves, shoes, slippers, hosiery, and personal care products. Books and magazines on Men's health, fitness training, weight loss diets, sports, interpersonal relationships, and adult topics.
37	Men's Interests	Do-It-Yourself/Handyman	Handy, Do-It-Yourself consumers who prefer to improve, fix and build it on their own. Merchandise includes tools, craft kits designed specifically for children. Books and magazines devoted to crafts and home improvement projects offering tips, woodworking plans, and information on tools.
38	Men's Interests	Men's Interests	Active purchasers of products for men, including: male culture, fashion, technology, entertainment and sports.
39	Spanish Speaking Buyers	Spanish Language Product Buyers	Households who purchase books, magazines and other media in Spanish. Spanish language books, magazines, and videos on health issues, cooking, women's fashion, entertainment, and children's stories; includes dictionaries and instructional language guides to speak Spanish.
40	Vacation and Travel	Vacation & Travel Products	Travel enthusiasts and frequent fliers who love to learn about and visit new places. Books, magazines, and guides focused on foreign, domestic, National parks, cruise, train, or budget travel. Merchandise includes maps and road atlases; luggage; travel wallets, clocks, apparel and hats; and travel related DVD's.
41	Women's Interests	Cosmetics/Beauty	Purchasers of beauty and grooming products who are interested in cosmetics, fragrances, beauty creams, anti-aging products and personal grooming gear. Merchandise includes lotions, make-up, fragrances, brushes, healthy skin and anti-aging aids, manicure sets, and nutraceuticals/supplements. Women's magazines with a focus on personal care & beauty, includes beauty tips and lifestyle hints to look your best.
42	Women's Interests	Jewelry/Accessories	Fashion-conscious consumers with a passion for accessories. Products include necklaces, bracelets, earrings, watches, rings, pins for either women, men or children.
43	Women's Interests	Romantic Lifestyles	Households who buy love, relationship and romance inspired books and magazines. Magazines and fictional romance novels about finding love, marriage and everlasting happiness; merchandise includes romantic-themed music, decorating and DVD's.



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#	Category	Variable Descriptions	Details
44	Women's Interests	Sewing & Needle Crafts	Purchasers of how-to information and supplies for arts and crafts such as sewing, knitting, stitchery and scrapbooking products. Instructional books on sewing, knitting, crocheting, quilting, embroidery, cross-stitch, and needlepoint. Merchandise includes craft kits, materials and equipment for these various areas.
45	Women's Interests	Women's Products	Active buyers of media, products and services featuring: fashion, entertainment, culture, weddings, beauty tips, gossip and the latest trends. Merchandise includes cosmetics, apparel, and jewelry. Magazines and books devoted to various women's topics including fashion, beauty, health, fitness, weight loss, relationships and parenting. Also includes fictional novels with a focus on female characters.
46	Women's Interests	Women's Interests	Active purchasers of products for women, including: beauty, cosmetics, fashion, relationships and celebrity news. Includes Women's magazines and products, including jewelry, sewing & needle craft hobbies, cosmetics/personal beauty and romantic lifestyle products.
47	Response Performance	30 Day Purchasers	Consumers who are actively buying and have made a purchase in the last 0 30 days
48	Response Performance	60 Day Purchasers	Consumers who have made purchases within the last 60 days
49	Response Performance	90 Day Purchasers	Consumers who have made a purchase in the last 90 days
50	Multibuyer Behaviors	Multibuyers	Highly responsive audience with multiple purchases from individual brands / lines of business.
51	Multibuyer Behaviors	Club/Continuity Buyers	Consumers who love the convenience of automatic shipments and loyalty offers
52	Multibuyer Behaviors	Paid with Cash or Check	Consumers who prefer to pay for their online and offline purchases using cash or checks
53	Multibuyer Behaviors	Paid with Credit Card	Responsive consumers who regularly use their credit and debit cards



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54	Multibuyer Behaviors	Internet Multibuyers	Households that have made multiple purchases over the internet or via email
55	Multibuyer Behaviors	Merchandise Multibuyers	Consumers who have made multiple product purchases across the Alliant database.
56	Multibuyer Behaviors	Book Multibuyers	Households who have bought multiple books
57	Multibuyer Behaviors	Continuity Multibuyers	Consumers who are enrolled in more than one Club/Continuity programs
58	Multibuyer Behaviors	Entertainment/Pastimes Multibuyers	Households that purchased 2 or more entertainment/pastimes products
59	Multibuyer Behaviors	Magazine Multibuyers	Households that subscribe to 2 or more magazines
60	Multibuyer Behaviors	Multibuyer Behaviors	Responsive consumers with a history of repeat purchases and high payment rates for direct marketing offers
61	Multibuyer Behaviors	Shopaholics	Top 10% orderers on Alliant's database
62	Multibuyer Behaviors	Merchandise Buyers	Consumers who buy products and merchandise direct
63	Channel Preference	Telemarketing Orderers	Consumers who respond to telemarketing offers
64	Channel Preference	Direct Mail Orderers	Consumers who purchase by direct mail
65	Channel Preference	Internet/Email Orderers	Consumers who respond to email and online offers



## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
66	Financially in Charge	Performance Score: Top 5%	Household is in top 5% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
67	Financially in Charge	Performance Score: Top 10%	Household is in top 10% of households in terms of Alliant Payment Score: Predicting likelihood to pay for an order
68	Financially in Charge	Performance Score: Top 25%	Household is in top 25% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
69	Financially in Charge	Performance Score: Top 50%	Household is in top 50% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
70	Financially in Charge	Multichannel Super Spenders	Consumers who spend the most money across the internet, direct mail and telemarketing marketing campaigns
71	Financially in Charge	Financially in Charge	Financially stable consumers with strong performance histories
72	Financially in Charge	Big Spenders	Top-spending consumers to direct offers via the internet, direct mail and call centers
73	Emerging Consumers	Performance Score: Bottom 50%	Household is in bottom 50% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
74	Emerging Consumers	Performance Score: Bottom 25%	Household is in bottom 25% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
75	Emerging Consumers	Performance Score: Bottom 10%	Household is in bottom 10% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
76	Emerging Consumers	Performance Score: Bottom 5%	Household is in bottom 5% of households in terms of Alliant Performance Score: Predicting likelihood to pay for an order
77	Emerging Consumers	Emerging Consumers	Active consumers with increasing purchasing power who love to spend





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#	Category	Variable Descriptions	Details
78	Emerging Consumers	Credit Seekers	Consumers who struggle to meet payment obligations
79	New Movers	New Movers - 30 day	Alliant Consumers with self reported change of addresses in the last 30 days
80	New Movers	New Movers - 60 day	Alliant Consumers with self reported change of addresses in the last 60 days
81	New Movers	New Movers - 3 month	Alliant Consumers with self reported change of addresses in the last 3 months.
82	New Movers	New Movers - 6 month	Alliant Consumers with self reported change of addresses in the last 6 months.
83	Composite Segment	Moms Who Shop Like Crazy	Highly responsive moms with multiple family-related product purchases
84	Composite Segment	Home Improvement Masters	Handy, do-it-yourself consumers who prefer to improve, fix and build their own
85	Composite Segment	Household Decision Makers	Consumers making decisions for all things domestic and have payment histories to warrant big decisions
86	Composite Segment	Affluent Consumers	Consumers with discretionary income making multiple purchases across product lines
87	Composite Segment	Personal Care Multi-Buyers	Multibuyers of health and wellness products, such as merchandise such as monitors, thermometers, nutraceuticals/supplements, and self-treatment aids; or magazines and books focused on specific illnesses, healthy cooking, special diets, fitness, weight loss, nutrition, alternate cures / remedies.
88	Composite Segment	Loyal Super Spenders	Consumers who spend the most across multiple channels and who love the convenience of automatic shipments and loyalty offers
89	Composite Segment	Women Born to Shop	Women multibuyers of merchandise products related to jewelry, fashion, beauty, home and family.



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#	Category	Variable Descriptions	Details
90	Composite Segment	Crazy About Sports	These fanatics have a proven history of purchasing all things sports
91	Composite Segment	Shopaholic Hotline	Most recent insatiable shoppers
92	Composite Segment	Cosmetic & Beauty Lovers	Multibuyers of cosmetic, beauty and grooming products
93	Composite Segment	King of the Wallet	Top spending purchases of products related to men's interests
94	Composite Segment	Queen of the Wallet	Top spending purchases of products related to women's interests
95	Composite Segment	News Hounds	Active buyers of products related to politics, current events and business, including magazines and books covering domestic and foreign government issues, policies, and decision makers, as well as a focus on business acumen, economics, law, finance, and career skills.
96	Composite Segment	Me Time	Purchasers of products related to personal time, including publications with opinion pieces on current events, entertainment and environmental issues.; plus reporting on the music scene, news and entertainers. Merchandise includes music/instructional "how to play" CDs and DVDs.
97	Automotive	Alliant Auto - Empowered Consumers - Mini Van Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Alliant has identified Clunker Owners based on data provided by dealerships and service departments nationwide.
98	Automotive	Alliant Auto - Empowered Consumers - SUV Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as SUV Owners through dealerships and service departments nationwide.
99	Automotive	Alliant Auto - Empowered Consumers - Luxury Car Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Luxury Car Owners through dealerships and service departments nationwide.
100	Automotive	Alliant Auto - Empowered Consumers - Sports Car Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Sports Car Owners through dealerships and service departments nationwide.



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#	Category	Variable Descriptions	Details
101	Automotive	Alliant Auto - Empowered Consumers - Truck Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Truck Owners through dealerships and service departments nationwide.
102	Automotive	Alliant Auto - Empowered Consumers - Wagon Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Wagon Owners through dealerships and service departments nationwide.
103	Automotive	Alliant Auto - Empowered Consumers - Sedan Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Sedan Owners through dealerships and service departments nationwide.
104	Automotive	Alliant Auto - Empowered Consumers - Green Car Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Green Car Owners through dealerships and service departments nationwide.
105	Automotive	Alliant Auto - Empowered Consumers - Economy Car Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Economy Car Owners through dealerships and service departments nationwide.
106	Automotive	Alliant Auto - Empowered Consumers - Multi-Car Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Multi-Car Owners through dealerships and service departments nationwide.
107	Automotive	Alliant Auto - Empowered Consumers - Clunker Owners	High-performing consumers with active purchasing profiles and multi-channel responsiveness. Identified as Clunker Owners through dealerships and service departments nationwide.
108	Automotive	Alliant Auto - Emerging Consumers - Mini Van Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Mini Van Owners through dealerships and service departments nationwide.
109	Automotive	Alliant Auto - Emerging Consumers - SUV Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as SUV Owners through dealerships and service departments nationwide.
110	Automotive	Alliant Auto - Emerging Consumers - Luxury Car Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Luxury Car Owners through dealerships and service departments nationwide.
111	Automotive	Alliant Auto - Emerging Consumers - Sports Car Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Sports Car Owners through dealerships and service departments nationwide.



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#	Category	Variable Descriptions	Details
112	Automotive	Alliant Auto - Emerging Consumers -Truck Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Truck Owners through dealerships and service departments nationwide.
113	Automotive	Alliant Auto - Emerging Consumers -Wagon Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Wagon Owners through dealerships and service departments nationwide.
114	Automotive	Alliant Auto - Emerging Consumers - Sedan Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Sedan Owners through dealerships and service departments nationwide.
115	Automotive	Alliant Auto - Emerging Consumers - Green Car Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Sedan Owners through dealerships and service departments nationwide.
116	Automotive	Alliant Auto - Emerging Consumers - Economy Car Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Economy Car Owners through dealerships and service departments nationwide.
117	Automotive	Alliant Auto - Emerging Consumers - Multi-Car Owners	Active multi-channel consumers working to establish and build on their purchasing power. Identified as Multi-Car Owners through dealerships and service departments nationwide.
118	Automotive	Alliant Auto - Emerging Consumers - Clunker Owners	Active multi-channel consumers working to establish and build on their purchasing power. Alliant has identified Clunker Owners based on data provided by dealerships and service departments nationwide.
119	Demographic	Age 20-29	Active multi-channel consumers age 20-29
120	Demographic	Age 30-39	Active multi-channel consumers age 30-39
121	Demographic	Age 40-49	Active multi-channel consumers age 40-49
122	Demographic	Age 50-59	Active multi-channel consumers age 50-59
123	Demographic	Household Income \$50k+	Active multi-channel consumers with a household income of \$50,000 or more
124	Demographic	Household Income \$100k+	Active multi-channel consumers with a household income of \$100,000 or more
125	Demographic	Household Income \$150k+	Active multi-channel consumers with a household income of \$150,000 or more
126	Demographic	Presence of Children Age 0-3	Active multi-channel consumers with a child age 0-3 in the household



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#	Category	Variable Descriptions	Details
127	Demographic	Presence of Children Age 4-7	Active multi-channel consumers with a child age 4-7 in the household
128	Demographic	Presence of Children Age 8-12	Active multi-channel consumers with a child age 8-12 in the household
129	Demographic	Presence of Children Age 13-17	Active multi-channel consumers with a child age 13-17 in the household
130	Demographic	Homeowner	Active multi-channel consumers who own their home
131	Demographic	Renter	Active multi-channel consumers who are renters
132	Automotive	Alliant Auto - In Market for Financing	In-Market model for auto financing
133	Automotive	Alliant Auto - In Market for Insurance	In-Market model for auto insurance
134	Automotive	Alliant Auto - In Market for Parts & Service	In-Market model for auto parts and service
135	Automotive	Alliant Auto - In Market for New Vehicle	In-Market model for new vehicle
136	Automotive	Alliant Auto - In Market for Used Vehicle	In-Market model for used vehicle
137	CPG	Alliant CPG - Household Goods	Buyers of housewares, kitchen utensils and products, bath accessories, domestics, household cleaning products and equipment, storage items and systems, household lighting, and tools; anything from doorbells to clothes hangers.
138	Finance and Money	Alliant Business Product Buyer	Active buyers of Business related products. Books and magazines with a focus on business acumen, economics, law, finance, and career skills. Merchandise includes desk accessories, paper shredders, and pencil sharpeners.
139	Premium Product	Premium Purchase Affinity - Animals Product Buyer	Most active purchasers of animal products from Alliant database. Frequent buyers of pet products and gear. DVD's, books and magazines regarding household pets, wildlife, zoo animals and prehistoric animals, as well as toys and pet products.
140	Premium Product	Premium Purchase Affinity - Apparel Product Buyer	Most active purchasers of apparel products from Alliant database. Buyers of apparel including clothing for men, women, and children, from outerwear to sleepwear; shirts, dresses, sweaters, shoes, socks/hosiery, undergarments and accessories such as belts, gloves, scarves, hats, wallets, and purses.



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141	Premium Product	Premium Purchase Affinity - Business Product Buyer	Most active purchasers of business products from Alliant database. Active buyers of Business related products. Books and magazines with a focus on business acumen, economics, law, finance, and career skills. Merchandise includes desk accessories, paper shredders, and pencil sharpeners.
142	Premium Product	Premium Purchase Affinity - Childrens Product Buyer	Most active purchasers of childrens products from Alliant database. Consumers who frequently purchase toys, books, DVD's & music for children. Books, magazines and videos geared to early learning skills, reading development, science/nature, fictional characters/fantasy themes, and Biblical stories; activity and sticker books; arts and crafts; children's music; toys, games, and puzzles.
143	Premium Product	Premium Purchase Affinity - Coins and Collectibles Buyer	Most active purchasers of coins and collectibles from Alliant database. Avid buyers of collectible related products. Merchandise includes miniatures, figurines, music boxes, dolls and sports memorabilia; items often belong to a set or collection, such as collectible coins and proof sets, stamps, die-cast vehicle scale replicas and medals . Also includes enthusiast magazines devoted to a specific type of collectible.
144	Premium Product	Premium Purchase Affinity - Cooking/Food Product Buyer	Most active purchasers of cooking/food products from Alliant database. Foodies and entertainers who are avid buyers of cooking tools, gadgets, magazines & books. Merchandise includes baking & cookware and food preparation & storage equipment. Cookbooks and magazines offering recipes or advice on cooking techniques.
145	Premium Product	Premium Purchase Affinity - Cosmetics/Personal Beauty Product Buyer	Most active purchasers of cosmetics/personal beauty products from Alliant database. Purchasers of beauty and grooming products who are interested in cosmetics, fragrances, beauty creams, anti-aging products and personal grooming gear. Merchandise includes lotions, make-up, fragrances, brushes, healthy skin and anti-aging aids, manicure sets, and nutraceuticals/supplements. Women's magazines with a focus on personal care & beauty, includes beauty tips and lifestyle hints to look your best.
146	Premium Product	Premium Purchase Affinity - Crafts Product Buyer	Most active purchasers of craft products from Alliant database. Active buyers of home-based craft & hobby products, scrapbook supplies, stencils, iron-on transfers, sewing patterns, stitchery, quilting, keepsake albums & floral arranging products. Books, magazines and kits offering ideas, instructions and/or supplies to create your own crafts at home; includes sewing, knitting, crocheting, quilting, beading & jewelry making, card making, scrapbooking, painting, and woodworking; some designed specifically for children or holidays.



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147	Premium Product	Premium Purchase Affinity - Fitness/Exercise Product Buyer	Most active purchasers of fitness/exercise products from Alliant database. Active buyers of fitness and exercise related products, including DVD's on running, bicycling, yoga, Pilates, personal training and workout routines, exercise equipment such as pedometers, massage rollers and air climber systems, as well as magazines and books.
148	Premium Product	Premium Purchase Affinity - Food Products Buyer	Most active purchasers of food products from Alliant database. Buyers of food related products, including assorted candies, nuts, cookies, cheeses, spreads, and beverages, as well as books and magazines on specific foods and wine, including food preservation and food-specific cookbooks.
149	Premium Product	Premium Purchase Affinity - Gardening Product Buyer	Most active purchasers of gardening products from Alliant database. Avid buyers of gardening books, planners, plants, bulbs, seeds, yard and garden equipment and ornamentation. Instructional and hints/tips books and magazines focusing on techniques for flower, vegetable, ornamental, container and organic gardening, composting, and landscaping. Also includes gardening tools, equipment, plants, bulbs, pest repellers and garden ornaments such as wind chimes, statues, lights and decorative stones.
150	Premium Product	Premium Purchase Affinity - Health Product Buyer	Most active purchasers of health products from Alliant database. Active health and wellness buyers with an interest in health maintenance and weight loss; frequent purchasers of medical information, workout equipment, and other health & wellness products. Includes merchandise such as monitors, thermometers, nutraceuticals/supplements, and self-treatment aids. Magazines and books focused on specific illnesses, healthy cooking, special diets, fitness, weight loss, nutrition, alternate cures / remedies.
151	Premium Product	Premium Purchase Affinity - Household Goods Product Buyer	Most active purchasers of household goods from Alliant database. Buyers of housewares, kitchen utensils and products, bath accessories, domestics, household cleaning products and equipment, storage items and systems, household lighting, and tools; anything from doorbells to clothes hangers.
152	Premium Product	Premium Purchase Affinity - Do It Yourself/Hints Product Buyer	Most active purchasers of do it yourself/hints products from Alliant database. Handy, Do-It-Yourself consumers who prefer to improve, fix and build it on their own. Merchandise includes tools, craft kits designed specifically for children. Books and magazines devoted to crafts and home improvement projects offering tips, woodworking plans, and information on tools.



## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
153	Premium Product	Premium Purchase Affinity - History Product Buyer	Most active purchasers of history products from Alliant database. Current events and history enthusiasts with a need to feed their curiosity. DVD's and books about historic events, people, and places, both American and foreign; includes topics on Aviation, Natural History, Native American Indians, war and military heritage. Merchandise includes coins/collectibles, games, puzzles, toys, and related home accessories.
154	Premium Product	Premium Purchase Affinity - Hobbies Product Buyer	Most active purchasers of hobby products from Alliant database. Active buyers with interests including gaming, puzzles, collectibles, commemoratives and crafts. Merchandise includes craft kits; collectible coins, miniatures, and figurines; puzzles, photo/scrapbooking albums and musical instruments. Books and magazines on favorite leisure activities from collecting, crafting, genealogy, painting, and photography to bird watching, camping, horsemanship, cars, and sports; includes "How To" instructional books.
155	Premium Product	Premium Purchase Affinity - Holiday/Christmas Product Buyer	Most active purchasers of Holiday/Christmas products from Alliant database. People oriented toward family and entertainment who buy big during holidays and celebrations. Holiday-themed stories, decorations, cards, crafts, music, foods, cookbooks, and entertaining tips.
156	Premium Product	Premium Purchase Affinity - Home Décor Product Buyer	Most active purchasers of home décor products from Alliant database. Consumers who take pride in the appearance of their homes. Merchandise includes calendars, posters, wall art, clocks, figurines, vases, candle holders, table linens & decorations, pillows, rugs, and bed & bath accessories. Books and magazines offering home decorating styles and tips.
157	Premium Product	Premium Purchase Affinity - Jewelry Product Buyer	Most active purchasers of jewelry products from Alliant database. Fashion-conscious consumers with a passion for accessories. Products include necklaces, bracelets, earrings, watches, rings, pins for either women, men or children.
158	Premium Product	Premium Purchase Affinity - Lifestyles Product Buyer	Most active purchasers of lifestyles products from Alliant database. Consumers who enjoy their homes and enhancing their lifestyle. Product purchases include books and magazines on everyday living, customs, and traditions reflecting a specific time period or regional perspective, from home décor to gardening to cooking, from city to beach to country; also includes books and magazines offering guidance for healthy and successful living practices.





## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
159	Premium Product	Premium Purchase Affinity - Men's Interest Product Buyer	Most active purchasers of men's interest products from Alliant database. Buyers of men's interest products and services. Merchandise includes rings, watches, wallets, apparel, belts, gloves, shoes, slippers, hosiery, and personal care products. Books and magazines on Men's health, fitness training, weight loss diets, sports, interpersonal relationships, and adult topics.
160	Premium Product	Premium Purchase Affinity - Money/Finance Product Buyer	Most active purchasers of money/finance products from Alliant database. People actively seeking investment advice and information about financial products and services. Magazines, newsletters, and books offering advice on personal finance, investments, retirement, consumer spending, career and business success.
161	Premium Product	Premium Purchase Affinity - Parenting Products Buyer	Most active purchasers of parenting products from Alliant database. Buyers of parenting related products, including books, magazines and videos offering advice on child rearing; topics include behavior & discipline, self-esteem, communication & bonding, and family activities for specific age groups.
162	Premium Product	Premium Purchase Affinity - Politics Product Buyer	Most active purchasers of politics products from Alliant database. Active buyers of political related products. Books and magazines with a focus on politics, economics, law, and finance.
163	Premium Product	Premium Purchase Affinity - Religious/Spiritual Product Buyer	Most active purchasers of religious/spiritual products from Alliant database. Consumers with interests ranging from alternative lifestyles to organized religion. Bibles and Bible stories; daily devotional journals and prayers; spiritually inspired stories, philosophy and self-help advice; Christian and Gospel music; religious jewelry & accessories like crosses and angels.
164	Premium Product	Premium Purchase Affinity - Romance Product Buyer	Most active purchasers of romance products from Alliant database. Households who buy love, relationship and romance inspired books and magazines. Magazines and fictional romance novels about finding love, marriage and everlasting happiness; merchandise includes romantic-themed music, decorating and DVD's.
165	Premium Product	Premium Purchase Affinity - Sports Product Buyer	Most active purchasers of sports products from Alliant database. Households that purchase media and products featuring personal, professional and school sports. Includes magazines, books and DVD's on spectator and participant sports; apparel, household goods and general merchandise with professional team logos; sports collectibles and memorabilia.



## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
166	Premium Product	Premium Purchase Affinity - Women/Fashion Product Buyer	Most active purchasers of women's/fashion products from Alliant database. Active buyers of media, products and services featuring: fashion, entertainment, culture, weddings, beauty tips, gossip and the latest trends. Merchandise includes cosmetics, apparel, and jewelry. Magazines and books devoted to various women's topics including fashion, beauty, health, fitness, weight loss, relationships and parenting. Also includes fictional novels with a focus on female characters.
167	Premium Composite Segment	Premium Composite Segments - Home Improvement Masters	Most active purchasers of home improvement products from Alliant database. Handy, do-it-yourself consumers who prefer to improve, fix and build their own.
168	Premium Composite Segment	Premium Composite Segments - Affluent Consumers	Most active purchasers of multiple products from Alliant database. Consumers with discretionary income making multiple purchases across product lines.
169	Premium Composite Segment	Premium Composite Segments - Affluent Men Shoppers	Most active purchasers of men's products from Alliant database. Men shoppers with discretionary income making multiple purchases across product lines.
170	Premium Composite Segment	Premium Composite Segments - Affluent Shopaholics	Most active purchasers of multiple products from Alliant database. Shoppers with discretionary income making a high number of purchases across product lines.
171	Premium Composite Segment	Premium Composite Segments - Affluent Women Shoppers	Most active purchasers of women's products from Alliant database. Women shoppers with discretionary income making multiple purchases across product lines.
172	Premium Composite Segment	Premium Composite Segments - Household Decision Makers	Most active purchasers of household products from Alliant database. Consumers making decisions for all things domestic and have payment histories to warrant big decisions.
173	Premium Composite Segment	Premium Composite Segments - Women Born To Shop	Most active purchasers of women's products from Alliant database. Women multibuyers of merchandise products related to jewelry, fashion, beauty, home and family.
174	Premium Composite Segment	Premium Composite Segments - Cosmetic & Beauty Lovers	Most active purchasers of beauty products from Alliant database. Purchasers of beauty and grooming products who are interested in cosmetics, fragrances, beauty creams, anti-aging products and personal grooming gear. Merchandise includes lotions, make-up, fragrances, brushes, healthy skin and anti-aging aids, manicure sets, and nutraceuticals/supplements. Women's magazines with a focus on personal care & beauty, includes beauty tips and lifestyle hints to look your best.
175	Premium Composite Segment	Premium Composite Segments - King of the Wallet	Most active purchasers of men's products from Alliant database. Top spending purchasers of products related to men's interests.
176	Premium Composite Segment	Premium Composite Segments - Loyal Super Spenders	Most active purchasers of multiple products from Alliant database. Consumers who spend the most across multiple channels and who love the convenience of automatic shipments and loyalty offers.



## Segment Descriptions for Alliant Online Audiences

#	Category	Variable Descriptions	Details
177	Premium Composite Segment	Premium Composite Segments - Moms Who Shop Like Crazy	Most active purchasers of family-related products from Alliant database. Highly responsive moms with multiple family-related product purchases.
178	Premium Composite Segment	Premium Composite Segments - Personal Care Multi-Buyers	Most active purchasers of personal multi-care products from Alliant database. Multibuyers of health and wellness products, such as merchandise such as monitors, thermometers, nutraceuticals/supplements, and self-treatment aids; or magazines and books focused on specific illnesses, healthy cooking, special diets, fitness, weight loss, nutrition, <u>alternate cures / remedies</u> .
179	Premium Composite Segment	Premium Composite Segments - Queen of the Wallet	Most active purchasers of women's products from Alliant database. Top spending purchasers of products related to women's interests.
180	Premium Composite Segment	Premium Composite Segments - Crazy About Sports	Most active purchasers of sports products from Alliant database. These fanatics have a proven history of purchasing all things sports.
181	Premium Composite Segment	Premium Composite Segments - Me Time	Most active purchasers of personal time products from Alliant database. Purchasers of products related to personal time, including publications with opinion pieces on current events, entertainment and environmental issues.; plus reporting on the music scene, news and entertainers. Merchandise includes music/instructional "how to play" CDs and DVDs.
182	Premium Composite Segment	Premium Composite Segments - Moms Who Buy Green	Most active purchasers of green products from Alliant database. Moms looking to buy anything related to family and home and doing so in the <u>most "green" way possible.</u>
183	Premium Composite Segment	Premium Composite Segments - News Hounds	Most active purchasers of news products from Alliant database. Active buyers of products related to politics, current events and business, including magazines and books covering domestic and foreign government issues, policies, and decision makers, as well as a focus on business acumen, economics, law, finance, and career skills.
184	Premium Product	Premium Product Type - Book Buyer	Most active purchasers of book products from Alliant database. Households who purchase books from internet or direct mail.
185	Premium Product	Premium Product Type - Magazine Buyer	Most active purchasers of magazines from Alliant database. Consumers who subscribe to general interest and specialty magazine titles.
186	Premium Product	Premium Product Type - Merchandise Buyer	Most active purchasers of merchandise from Alliant database.
187	Premium Product	Premium Product Type - Entertainment Buyer	Most active purchasers of entertainment from Alliant database. Buyers of in-home entertainment products.
188	Premium Product	Premium Product Type - Continuity Buyer	Most active purchasers of continuity products from Alliant database. Consumers who love the convenience of automatic shipments and loyalty offers.