

**AFFLUENT EXTENSIVE VACATION TRAVELERS
POSTAL AND EMAIL**

9/20/2014 002A

2,182,118	Affluent Extensive Vacation Travelers	\$85.00/M
208,611	With Phone Numbers (DNC Suppressed)	\$105.00/M
527,418	Opt-In Email Addresses	\$125.00/M

Counts thru 9/2014

DATE

9/2014 UPDATED
9/2014 CONFIRMED

TITLE:

Affluent Extensive Vacation Travelers

UNIT OF SALE

\$2,000.00 AVERAGE

DESCRIPTION

The wealthy individuals of this premium marketing data have a high affinity for travel. These affluent excursionists have traveled a minimum of two times by air within the last 12 months or have expressed an interest to vacation. The direct mailing list with optional opt-in email addresses is available for these active vacationers whose passion for travel may take them to a resort, the sea, or another country. All marketing data points are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.

GENDER

80% MALE
20% FEMALE

PROFILE

Average Age	49
Average Income	\$100,000.00
Average Net Worth	\$225,000.00

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

ADDRESSING

4 - UP CHESHIRE
P.S. LABELS
3 1/2 DISKETTE
CD ROM
E - MAIL / FTP
EMAIL - DEPLOYMENT
EMAIL - PERSONALIZATION

SOURCES

Travel Agencies	Surveys
Resorts	Investment Questionnaires
Hotels	Cruise Lines
Direct Mail	Seminar Attendees
Subscriptions	Casinos
Proprietary Sources	Opt-In Email

SELECTIONS

AGE	N/C
INCOME SELECT	N/C
PHONE NUMBER	\$20.00/M
ZIP/SCF/COUNTY/STATE	\$ 7.00/M
P.S. LABELS	\$10.00/M
3 X 5 INDEX CARDS	\$35.00/M
3 1/2 DISKETTE	\$50.00/F
CD ROM	\$50.00/F
E - MAIL / FTP	\$50.00/F

MINIMUM ORDER: 5,000 RECORDS

ADDITIONAL SELECTIONS

NET WORTH	\$10.00/M
GENDER	\$ 5.00/M
KEY CODING	\$ 5.00/M
CARRIER RT. SORT.	\$10.00/M
BAR CODING	\$10.00/M
EMAIL - DEPLOYMENT	\$25.00/M
EMAIL - PERSONALIZATION	\$25.00/M

Guaranteed 95% Deliverable

Updated Quarterly

Last Update: 9/2014
Next Update: 12/2014

Delivery: Within 24 Hours
Shipping & Handling: \$25.00 Flat Rate



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