

**AFFLUENT EXTENSIVE VACATION TRAVELERS  
POSTAL AND EMAIL**

**6/20/2015 002A**

List Broker Discount 25% - More Information

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

**TITLE:**

**Affluent Extensive Vacation Travelers**

**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.

**PROFILE**

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

**SOURCES**

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

**Guaranteed 95% Deliverable |** MINIMUM ORDER: 5,000 RECORDS

**Updated Quarterly**

Last Update: 6/2015  
Next Update: 9/2015

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 6/2015**

**DATE**

6/2015 UPDATED  
6/2015 CONFIRMED

**UNIT OF SALE**

\$2,000.00 AVERAGE

**GENDER**

80% MALE  
20% FEMALE

**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

**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

**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

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