

**AFFLUENT HORSE CLUB MEMBERS  
POSTAL AND EMAIL**

6/20/2017

003A

List Broker Discount 25% - More Information

42,116 Total Affluent Horse Club Members \$85.00/M  
17,563 Opt-In Email Addresses \$125.00/M

**TITLE**

**Affluent Horse Club Members**

**DESCRIPTION**

Affluent Horse Club Members, mostly at Home Addresses. These Upper Echelon, High Income Individuals are Equestrian Enthusiasts who are members of Exclusive Equestrian Clubs and Organizations.

**PROFILE**

Average Age 57  
Average Income \$200,000.00  
Average Net Worth \$1,000,000.00

**SOURCES**

Membership Rosters  
Clubs  
Organizations  
Subscriptions  
Direct Mail  
Proprietary Sources  
Opt-In Email

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

**Updated Quarterly**

Last Update: 6/2017  
Next Update: 9/2017

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



**data owner:**



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

**Counts thru 6/2017**

**DATE**

6/2017 UPDATED  
6/2017 CONFIRMED

**UNIT OF SALE**

\$500.00 AVERAGE

**GENDER**

75% MALE  
25% 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 |

**contact:**

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