

**AFFLUENT HORSE CLUB MEMBERS
POSTAL AND EMAIL**

9/20/2017

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

Counts thru 9/2017

DATE

9/2017 UPDATED
9/2017 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

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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: 9/2017
Next Update: 12/2017

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



data owner:



ws ponton
DATA+MARKETING SOLUTIONS | 100 YEARS