

**AFFLUENT OLDER INVESTORS
POSTAL AND EMAIL**

3/20/2018

005A

List Broker Discount 25% - More Information

5,682,421 Total Investors Over 50	\$85.00/M
4,836,386 With Phone Numbers	\$105.00/M
2,716,215 Over 60	\$95.00/M
2,004,619 With Phone Numbers	\$110.00/M
1,406,307 Over 65	\$105.00/M
986,467 With Phone Numbers	\$125.00/M
1,373,441 Opt-In Email Addresses	\$145.00/M

Counts thru 3/2018

DATE

3/2018 UPDATED
3/2018 CONFIRMED

UNIT OF SALE

\$10,000.00 AVERAGE

GENDER

90% MALE
10% 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

DESCRIPTION

Affluent Older Investors, above the Age of 50 and Net Worth of Approximately \$500,000.00 and over. Investors above Age 60 may also be selected. Investors are at Home Address and have Invested or Inquired to Invest in a Conservative and/or Speculative Type Investment of \$10,000.00 + within the last 12 months.

PROFILE

Average Age	68
Average Income	\$80,000.00
Average Net Worth	\$740,000.00

SOURCES

- Investment Questionnaires
- Seminar Attendees
- Insurance Questionnaires
- Business Holdings
- Subscriptions
- Direct Mail
- Proprietary Sources
- Stockholder Lists
- Shareholder Lists
- Real Estate Equity
- Auto Information
- Opt-In Email

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

Updated Quarterly

Last Update: 3/2018
Next Update: 6/2018

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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