

**AFFLUENT OLDER INVESTORS
POSTAL AND EMAIL**

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

Updated

Quarterly

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

Delivery: Within 24 Hours

Shipping & Handling: \$25.00 Flat Rate



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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