

**AFFLUENT OLDER MAIL ORDER BUYERS  
POSTAL AND EMAIL**

12/20/2017

006A

List Broker Discount 25% - More Information

1,117,490	Over 50	\$85.00/M
672,387	Over 60	\$95.00/M
1,275,728	With Phone Numbers	\$105.00/M
270,097	Opt-In Email Addresses	\$135.00/M

**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
12/2017 CONFIRMED

**UNIT OF SALE**

\$500.00 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

**TITLE**

**Affluent Older Mail Order Buyers**

**DESCRIPTION**

High Income and High Net Worth Individuals who have purchased a Minimum of \$500.00 of Goods and/or Services through the Mail with the last 12 months.

**PROFILE**

Average Age:	67
Average Income:	\$75,000.00
Average Net Worth:	\$500,000.00

**SOURCES**

Mail Order Companies  
Telemarketing Companies  
Investment Questionnaires  
Subscription Lists  
Catalogers  
Direct Mail  
Proprietary Sources  
Opt-In Email

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

**Updated Quarterly**

Last Update: 12/2017  
Next Update: 3/2018

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



**data owner:**



**ws ponton**  
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