

**AFFLUENT YUPPIE VACATION TRAVELERS
POSTAL AND EMAIL**

9/20/2017

007A

List Broker Discount 25% - More Information

480,705 Affluent Yuppie Vacation Travelers \$85.00/M
 405,108 With Phone Numbers \$105.00/M
 226,412 Opt-In Email Addresses \$125.00/M

Counts thru 9/2017

DATE

9/2017 UPDATED
 9/2017 CONFIRMED

TITLE

Affluent Yuppie Vacation Travelers

UNIT OF SALE

\$750.00 AVERAGE

DESCRIPTION

Upscale Individuals, Who have Traveled a Minimum of 2 x by Air or have Expressed an Interest to Vacation within the last 12 Months.

GENDER

80% MALE
 20% FEMALE

PROFILE

Average Age: 38
 Average Income: \$110,000.00
 Average Net Worth: \$250,000.00

SOURCES

DIRECT RESPONSE
 DIRECT MAIL
 OPT-IN EMAIL

SOURCES

Travel Agencies
 Cruise Lines
 Hotels
 Resorts
 Casinos
 Subscriptions
 Direct Mail
 Telemarketing
 Investment Questionnaires
 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

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

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