

**AFFLUENT OLDER VACATION TRAVELERS  
POSTAL AND EMAIL**

6/20/2017

008A

List Broker Discount 25% - More Information

1,432,705 Affluent Older Vacation Travelers \$85.00/M  
 1,153,284 With Phone Numbers \$105.00/M  
 388,836 Opt-In Email Addresses \$125.00/M

**Counts thru 6/2017**

**DATE**

6/2017 UPDATED  
 6/2017 CONFIRMED

**TITLE**

**Affluent Older Vacation Travelers**

**UNIT OF SALE**

\$1,500.00

**DESCRIPTION**

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

**GENDER**

80% MALE  
 20% FEMALE

**PROFILE**

Average Age: 61  
 Average Income: \$70,000.00  
 Average Net Worth: \$400,000.00

**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: 6/2017  
 Next Update: 9/2017

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



**data owner:**



**ws ponton**  
 DATA + MARKETING SOLUTIONS | 100 YEARS

**contact:**

800-628-7806 usa  
 800-541-8540 canada  
 412-782-1109 fax  
 412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
 3030 william pitt way  
 pittsburgh pa 15238