

**AFFLUENT OLDER VACATION TRAVELERS
POSTAL AND EMAIL**

12/20/2017

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 12/2017

DATE

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

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



data owner:



ws ponton
 DATA + MARKETING SOLUTIONS | 100 YEARS

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