

**AFFLUENT OLDER VACATION TRAVELERS  
POSTAL AND EMAIL**

3/20/2018

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 3/2018

**DATE**

3/2018 UPDATED  
3/2018 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: 3/2018  
Next Update: 6/2018

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



**data owner:**



**ws ponton**  
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