

**BABY BOOMER HIGH INCOME EXECUTIVES & PROFESSIONALS  
ACTIVELY INVESTING**

6/20/2017

012A

List Broker Discount 25% - More Information

|           |                                      |            |
|-----------|--------------------------------------|------------|
| 3,103,514 | Total Baby Boomer High Income Execs. | \$85.00/M  |
| 282,362   | With Phone Numbers (DNC Suppressed)  | \$105.00/M |
| 1,461,755 | Opt-In Email Addresses               | \$125.00/M |

**TITLE**

**Baby Boomer High Income Executives and Professionals**

**DESCRIPTION**

In this premium mailing list of home addresses with optional opt-in email addresses, you will find a wealthy audience of Baby Boomers between the ages of 50-65 who are investment savvy executives and professionals with a high income and high net worth. The affluent executives and professionals of this marketing data actively invest and continually diversify portfolios with either their own money or with their company's capital in stocks, bonds, treasury bills, CDs, money market funds, commodities, and/or real estate. All marketing data points are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.

**PROFILE**

|                    |              |
|--------------------|--------------|
| Average Age:       | 57           |
| Average Income:    | \$95,000.00  |
| Average Net Worth: | \$200,000.00 |

**SOURCES**

|                           |                          |
|---------------------------|--------------------------|
| Business Holdings         | Auto Information         |
| Investment Questionnaires | Insurance Questionnaires |
| Seminar Attendees         | Shareholders Lists       |
| Stockholders Lists        | Proprietary Sources      |
| Investment Subscriptions  | Travel Data              |
| Direct Mail               | Real Estate Equity       |
| Opt-In Email              |                          |

MINIMUM ORDER: 5,000 RECORDS

**Guaranteed 95% Deliverable**

**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

**Counts thru 6/2017**

**DATE**

6/2017 UPDATED  
6/2017 CONFIRMED

**UNIT OF SALE**

\$15,000.00 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 |

**contact:**

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