

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

9/20/2017

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

Counts thru 9/2017

**DATE**

9/2017 UPDATED  
 9/2017 CONFIRMED

**TITLE**

**Baby Boomer High Income Executives and Professionals**

**UNIT OF SALE**

\$15,000.00 AVERAGE

**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.

**GENDER**

90% MALE  
 10% FEMALE

**PROFILE**

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

**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

**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	

**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

MINIMUM ORDER: 5,000 RECORDS

**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**

**Updated Quarterly**

Last Update: 9/2017  
 Next Update: 12/2017

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

**contact:**

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**data owner:**



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