


BABY BOOMER HIGH INCOME EXECUTIVES & PROFESSIONALS ACTIVELY INVESTING		12/20/2017	012A
List Broker Discount 25% - More Information		<b>Counts thru 12/2017</b>	
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	
<b>TITLE</b>		<b>DATE</b>	
<b>Baby Boomer High Income Executives and Professionals</b>		12/2017 UPDATED	
		12/2017 CONFIRMED	
<b>DESCRIPTION</b>		<b>UNIT OF SALE</b>	
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.		\$15,000.00 AVERAGE	
<b>PROFILE</b>		<b>GENDER</b>	
Average Age:	57	90% MALE	
Average Income:	\$95,000.00	10% FEMALE	
Average Net Worth:	\$200,000.00	<b>SOURCES</b>	
<b>SOURCES</b>		DIRECT RESPONSE	
Business Holdings		DIRECT MAIL	
Investment Questionnaires		OPT-IN EMAIL	
Seminar Attendees		<b>ADDRESSING</b>	
Stockholders Lists		4 - UP CHESHIRE	
Investment Subscriptions		P.S. LABELS	
Direct Mail		3 1/2 DISKETTE	
Opt-In Email		CD ROM	
		E - MAIL / FTP	
		EMAIL - DEPLOYMENT	
		EMAIL - PERSONALIZATION	
		<b>SELECTIONS</b>	
		AGE	
		INCOME SELECT	
		PHONE NUMBER	
		ZIP/SCF/COUNTY/STATE	
		P.S. LABELS	
		3 X 5 INDEX CARDS	
		3 1/2 DISKETTE	
		CD ROM	
		E - MAIL / FTP	
		<b>ADDITIONAL SELECTIONS</b>	
		NET WORTH	
		GENDER	
		KEY CODING	
		CARRIER RT. SORT.	
		BAR CODING	
		EMAIL - DEPLOYMENT	
		EMAIL - PERSONALIZATION	
MINIMUM ORDER: 5,000 RECORDS		<b>contact:</b>	
<b>Guaranteed 95% Deliverable</b>		800-628-7806 usa	
<b>Updated Quarterly</b>		800-541-8540 canada	
Last Update: 12/2017		412-782-1109 fax	
Next Update: 3/2018		412-782-2360 in pa	
Delivery: Within 24 Hours		<a href="mailto:sales@wsponton.com">sales@wsponton.com</a>	
Shipping & Handling: \$25.00 Flat Rate		<a href="http://www.wsponton.com">www.wsponton.com</a>	
<b>data owner:</b>		3030 william pitt way	
		pittsburgh pa 15238	
 <b>ws ponton</b> DATA + MARKETING SOLUTIONS   100 YEARS			