

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

6/20/2018

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 6/2018

**DATE**

6/2018 UPDATED  
 6/2018 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

**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

**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

**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

**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

MINIMUM ORDER: 5,000 RECORDS

**Guaranteed 95% Deliverable**

**Updated Quarterly**

Last Update: 6/2018  
 Next Update: 9/2018

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

**contact:**

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**data owner:**



**ws ponton**  
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