

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

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

Updated

Quarterly

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

SOURCES

DIRECT RESPONSE
 DIRECT MAIL
 OPT-IN EMAIL

PROFILE

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

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

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

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



data owner:



ws ponton
 DATA + MARKETING SOLUTIONS | 100 YEARS

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