

BABY BOOMER MAIL ORDER BUYERS

013A

List Broker Discount 25% - More Information

568,252	Baby Boomers M.O.B.'s	\$85.00/M
462,561	With Phone Numbers	\$105.00/M
267,647	Opt-In Email Addresses	\$125.00/M

Updated

Quarterly

DESCRIPTION

Baby Boomer Mail Order Buyers

UNIT OF SALE

\$500.00 AVERAGE

DESCRIPTION

High Income Baby Boomers, who have purchased products and/or services
2 X or more through the mail.

GENDER

90% MALE
10% FEMALE

PROFILE

Average Age:	45
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

SOURCES

Direct Mail
Mail Order Companies
Telemarketing
Investment Questionnaires
Subscriptions
Catalogs
Proprietary Sources
Opt-In Email

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

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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