

# BON VOYAGERS POSTAL AND EMAIL

9/20/2017

016A

List Broker Discount 25% - More Information

331,468	Bon Voyagers ( Cruise Vacationers )	\$105.00/M
286,972	With Phone Numbers	\$125.00/M
156,121	Opt-In Email Addresses	\$145.00/M

## DESCRIPTION

**Upscale, Affluent Travelers**, who have either Cruised or Inquired to Cruise within the last 12 months. The Average Cruise Length is 5 days. These individuals have Traveled by Air to the Cruise Departure Location.

## PROFILE

Average Age:	49
Average Income:	\$75,000.00
Average Net Worth	\$200,000.00

## SOURCES

- Travel Agencies
- Cruise Lines
- Hotels
- Casinos
- Resorts
- Subscriptions
- Direct Mail
- Surveys
- Investment Questionnaires
- Opt-In Email

**Guaranteed 95% Deliverable** | MINIMUM ORDER: 5,000 RECORDS

## Updated Quarterly

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

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



**data owner:**



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

## Counts thru 9/2017

### DATE

9/2017 UPDATED  
9/2017 CONFIRMED

### UNIT OF SALE

\$1,500.00 AVERAGE

### GENDER

85% MALE  
15% 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

### 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

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