

**BUDGET CRUISE VACATIONERS
POSTAL AND EMAIL**

9/20/2017

018B

List Broker Discount 25% - More Information

175,209	Total Budget Cruise Vacationers	\$105.00/M
108,775	With Phone Numbers	\$125.00/M
83,209	Opt-In Email Addresses	\$145.00/M

Counts thru 9/2017

DATE

9/2017 UPDATED
9/2017 CONFIRMED

UNIT OF SALE

\$900.00 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

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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TITLE

Budget Cruise Vacationers

DESCRIPTION

Travelers who have **taken a Cruise** or have Inquired to Cruise within the last 12 Months with and Average Cruise Length 4 days. They also have Traveled by Air to the Cruise Departure Locations. These Travelers are attracted to Economical Cruise Packages which include the airfare.

PROFILE

Average Age:	45
Average Income:	\$60,000.00
Average Net Worth:	\$100,000.00

SOURCES

Travel Agencies
Hotels
Casinos
Investment Questionnaires
Resorts and Cruiselines
Membership Rosters
Subscriptions
Direct Mail
Telemarketing
Opt-In Email

MINIMUM ORDER: 5,000 RECORDS

Guaranteed 95% Deliverable

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