

**BUDGET VACATION BUYERS, INQUIRERS & PROSPECTS**  
**POSTAL AND EMAIL**

12/20/2017

019A

List Broker Discount 25% - More Information

921,867 Budget Vacationer Buyers/Inq & Prospects \$105.00/M  
841,035 With Phone Numbers \$125.00/M  
412,167 Opt-In Email Addresses \$145.00/M

Counts thru 12/2017

**DATE**

12/2017 UPDATED  
12/2017 CONFIRMED

**UNIT OF SALE**

\$750.00 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

**contact:**

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**TITLE**

**Budget Vacation Buyers, Inquirers & Prospects**

**DESCRIPTION**

Travelers who have purchased a **Budget Vacation Package** or have Inquired into **Budget Vacation Packages** within the last 12 months. Average Vacation Length is 5 days. Also these Individals have Traveled by Air to the Vacation Destination.

**PROFILE**

Average Age: 47  
Average Income: \$60,000.00  
Average Net Worth: \$100,000.00

**SOURCES**

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

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

**Updated Quarterly**

Last Update: 12/2017  
Next Update: 3/2018

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



**data owner:**



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