PREFERRED UP - SCALE "FAT CAT" TRAVELERS
POSTAL AND EMAIL

List Broker Discount 25% - More Information

382,703	"Fat Cat" Travelers	$105.00/M
308,646	With Phone Numbers	$125.00/M
54,085	Opt-In Email Addresses	$145.00/M

Counts thru 12/2017

DATE
12/2017 UPDATED
12/2017 CONFIRMED

*TITLE
Preferred Up - Scale "Fat Cat" Travelers

UNIT OF SALE
$5,000.00 AVERAGE

GENDER
90% MALE
10% FEMALE

DESCRIPTION
Ultra Affluent Travelers who are accustomed to travel first class and stay at four and five star hotels. These individuals frequent high priced luxury resorts, cruises, casinos and exotic locations. These individuals have traveled within the last 12 months or have expressed an interest to travel to a luxury destination within the last 12 months.
Average vacation stay is 7 days

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

PROFILE
Average Age:	56
Average Income:	$200,000.00
Average Net Worth:	$1,700,000.00

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

SOURCES
Questionnaires
Travel Agencies
Cruiselines
Hotels and Resorts
Subscriptions
Travel Clubs
Card Decks
Membership Rosters
Proprietary Information
Opt-In Email

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

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

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