

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

044A

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

Updated

Quarterly

***TITLE**

Preferred Up - Scale "Fat Cat" Travelers

UNIT OF SALE

\$5,000.00 AVERAGE

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

GENDER

90% MALE
10% FEMALE

PROFILE

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

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

ADDRESSING

4 - UP CHESHIRE
P.S. LABELS
3 1/2 DISKETTE
CD ROM
E - MAIL / FTP
EMAIL - DEPLOYMENT
EMAIL - PERSONALIZATION

SOURCES

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

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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