

**PREFERRED UP SCALE "FAT CAT" MAIL ORDER BUYERS
POSTAL AND EMAIL**

9/20/20167

044B

List Broker Discount 25% - More Information

114,831 "Fat Cat" Mail Order Buyers \$95.00/M
159,587 Opt-In Email Addresses \$125.00/M

***TITLE**

Preferred Up Scale "Fat Cat" Mail Order Buyers.

DESCRIPTION

Ultra Affluent Mail Order Buyers who have purchased a minimum of \$500.00 of goods and/or services through the mail within the last 12 Months. These purchases are upscale large ticket items, which cater to the affluent lifestyle.

PROFILE

Average Age: 57
Average Income: \$225,000.00
Average Net Worth: \$1,700,000.00

SOURCES

Mail Order Companies
Telemarketing Companies
Investment Questionnaires
Catalogers
Subscriptions
Direct Mail
Proprietary Information
Opt-In Email
Subscriptions

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

\$500.00 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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