

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

12/20/2017

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: 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



**Counts thru 12/2017**

**DATE**

12/2017 UPDATED  
12/2017 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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