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

3/20/2018 **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 minumum of $500.00 of goods and/or serivices 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: 3/2018
Next Update: 6/2018

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

DMA Member

data owner:

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 3/2018

DATE
3/2018 UPDATED
3/2018 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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