

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

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

Updated

Quarterly

***TITLE**

Preferred Up Scale "Fat Cat" Mail Order Buyers.

UNIT OF SALE

\$500.00 AVERAGE

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.

GENDER

90% MALE
10% FEMALE

PROFILE

Average Age: 57
Average Income: \$225,000.00
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

SOURCES

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

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

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

contact:

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238