

# FREQUENT "PLEASURE TRIP" FLYERS POSTAL AND EMAIL

077A

List Broker Discount 25% - More Information

1,012,250 Frequent Pleasure Trip Flyers	\$85.00/M
252,920 With Phone Numbers	\$105.00/M
447,111 Opt-In Email Addresses	\$125.00/M

**TITLE**

**Frequent "Pleasure Trip" Flyers**

**DESCRIPTION**

This highly educated and cultured audience chooses travel as their first priority for their discretionary funds and leisure time. These highly active, wealthy frequent travelers have traveled by air a minimum of three times with the last 12 months or have requested information and expressed an interest online, by mail or phone for additional vacation information. This elite audience is able to travel often due to multiple factors regarding their professional and occupational position. Additional information regarding their dependent & financial status also contributes to their ability to travel frequently.

This well traveled, astute audience indicates that it is attracted to non-touristy destinations. Double verified self reported data designates that they prefer foreign, exotic, and obscure locations where they can enjoy the culture and atmosphere of the location and region

**PROFILE**

Average Age:	54
Average Income:	\$110,000.00
Average Net Worth:	\$475,000.00

**SOURCES**

- Travel Agencies
- Hotels
- Resorts
- Convention Centers
- Membership Rosters
- Subscriptions
- Investment Questionnaires
- Direct Mail
- Proprietary Sources
- Opt-In Email

**Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS**

**Updated Quarterly**

Last Update: 3/2019  
Next Update: 6/2019

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS

**Updated**

Quarterly

**UNIT OF SALE**

\$1,750.00 AVERAGE

**GENDER**

75% MALE  
25% 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

**contact:**

800-628-7806 usa  
800-541-8540 canada  
412-782-1109 fax  
412-782-2360 in pa  
[sales@wsponton.com](mailto:sales@wsponton.com)  
[www.wsponton.com](http://www.wsponton.com)  
3030 william pitt way  
pittsburgh pa 15238