

# ESTATE PLANNING INQUIRERS

6/20/2017

086A

List Broker Discount 25% - More Information

3,864,215 Individuals, Requested Estate Planning Info. \$105.00/M  
 375,521 With Phone Numbers (DNC Suppressed) \$125.00/M  
 890,948 Opt-In Email Addresses \$145.00/M

Counts thru 6/2017

## DATE

6/2017 UPDATED  
 6/2017 CONFIRMED

## UNIT OF SALE

\$2,000.00 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

## contact:

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

## TITLE

Estate Planning Inquirers

## DESCRIPTION

Within these premium mailing list, with optional opt-in email addresses, the affluent audience has requested estate planning information within the last 12 months. All marketing data points, self-reported and public, are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience. The conservative audience in this premium marketing data are upscale investors who are actively seeking financial guidance and wealth management for their assets to avoid unnecessary taxes, liabilities, difficulties, and pitfalls. These older investors are concerned with their retirement, asset preservation, and the strategic transfer of assets to their spouse, family, heirs and charities.

## PROFILE

Average Age:	64
Average Income:	\$80,000.00
Average Net Worth:	\$870,000.00

## SOURCES

Investment Questionnaires  
 Telemarketing  
 Direct Mail  
 Seminar Attendees  
 Proprietary Sources  
 Space Ads  
 Investment Subscriptions  
 Opt-In Email

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

Updated Quarterly

Last Update: 6/2017

Next Update: 9/2017

Delivery: Within 24 Hours

Shipping & Handling: \$25.00 Flat Rate



data owner:



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