

ESTATE PLANNING INQUIRERS

3/20/2018

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

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: 3/2018

Next Update: 6/2018

Delivery: Within 24 Hours

Shipping & Handling: \$25.00 Flat Rate



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 3/2018

DATE

3/2018 UPDATED
3/2018 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@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238