

**MASTER & VISA GOLD CREDIT CARD HOLDERS  
POSTAL AND EMAIL**

6/20/2017

104A

List Broker Discount 25% - More Information

2,803,656 Total Credit Card Holders \$105.00/M  
 2,138,940 With Phone Numbers \$125.00/M  
 768,482 Opt-In Email Addresses \$145.00/M

**Counts thru 6/2017**

**DATE**

6/2017 UPDATED  
 6/2017 CONFIRMED

**UNIT OF SALE**

\$400.00 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

**TITLE**

**Master and Visa Gold Credit Card Holders**

**DESCRIPTION**

High income and high net worth individuals who hold at least one Master or Visa Gold credit card. Many of these cardholders are mail order buyers of a variety of goods and services which meet the needs of the affluent market.

**PROFILE**

Average Age: 46  
 Average Income: \$80,000.00  
 Average Net Worth: \$170,000.00

**SOURCES**

Direct Mail  
 Telemarketing  
 Travel Agencies  
 Membership Rosters  
 Investment Questionnaires  
 Hotels/Resorts  
 Clubs & Organizations  
 Subscriptions  
 Proprietary Sources  
 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**  
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