

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

9/20/2017

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 9/2017

DATE

9/2017 UPDATED
9/2017 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: 9/2017
Next Update: 12/2017

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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