

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

3/20/2018

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 3/2018**

**DATE**

3/2018 UPDATED  
3/2018 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: 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

**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