

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

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 |

Updated

Quarterly

TITLE

Master and Visa Gold Credit Card Holders

UNIT OF SALE

\$400.00 AVERAGE

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.

GENDER

75% MALE
25% FEMALE

PROFILE

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

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

SOURCES

Direct Mail
Telemarketing
Travel Agencies
Membership Rosters
Investment Questionnaires
Hotels/Resorts
Clubs & Organizations
Subscriptions
Proprietary Sources
Opt-In Email

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 |

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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