

**MEDICARE SUPPLEMENT INSURANCE POLICY OWNERS + RESPONDERS**

9/20/2017

106A

List Broker Discount 25% - More Information

3,861,933 Medicare Supplement Insurance Policy Owners	\$105.00/M
701,406 With Phone Numbers (DNC Suppressed)	\$125.00/M
933,429 Opt-In Email Addresses	\$145.00/M

**Counts thru 9/2017**

**DATE**

9/2017 UPDATED  
9/2017 CONFIRMED

**UNIT OF SALE**

\$800.00 AVERAGE

**GENDER**

80% MALE  
20% 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

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**TITLE**

**Medicare Supplement Insurance Policy Owners + Responders**

**DESCRIPTION**

Individuals researching Medicare supplement insurance options have been organized into this premium mailing list with optional opt-in email addresses. The conservative seniors of this marketing data either have Medicare supplement insurance and wish to add to it, have expressed an interest to purchase Medicare supplement insurance, or are not satisfied with their current Medicare supplement coverage. All marketing data points are audited and double verified each month through 2 or more organic sources ensuring superior accuracy and a receptive and responsive audience.

**PROFILE**

Average Age:	72
Average Income:	\$55,000.00
Average Net Worth:	\$170,000.00

**SOURCES**

Investment Questionnaires  
Insurance Questionnaires  
Telemarketing  
Direct Mail  
Surveys  
Seminar Attendees  
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