

# "YUPPIE" INVESTORS POSTAL AND EMAIL

9/20/2017

111B

List Broker Discount 25% - More Information

3,344,872	Total "Yuppie" Investors	\$85.00/M
2,986,403	With Phone Numbers	\$105.00/M
808,455	Opt-In Email Addresses	\$125.00/M

## TITLE

"Yuppie" High Income Executives & Professionals (mostly under the age of forty-five), who generally earn well over \$75,000.00 per year, at home addr., who invest either their own or their company's money in stocks, bonds, T-Bills, C.D.'s, money market funds, commodities or real estate

## PROFILE

Average Age:	35
Average Income:	\$92,000.00
Average Net Worth:	\$210,000.00

## SOURCES

- Investment Questionnaires
- Direct Mail
- Subscriptions
- Stockholder Lists
- Real Estate Transactions
- Shareholder Lists
- Seminar Attendees
- Insurance Questionnaires
- Telemarketing
- 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

## Counts thru 9/2017

### DATE

9/2017 UPDATED  
9/2017 CONFIRMED

### UNIT OF SALE

\$10,000.00 AVERAGE

### GENDER

90% MALE  
10% 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

### contact:

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