"YUPPIE" INVESTORS POSTAL AND EMAIL

3/20/2018   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

Counts thru 3/2018

DATE
3/2018 UPDATED
3/2018 CONFIRMED

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

UNIT OF SALE
$10,000.00 AVERAGE

GENDER
90% MALE
10% FEMALE

PROFILE

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

SOURCES
DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

SOURCES
Investment Questionnaires
Direct Mail
Subscriptions
Stockholder Lists
Real Estate Transactions
Shareholder Lists
Seminar Attendees
Insurance Questionnaires
Telemarketing
Proprietary Sources
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

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

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Member

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