

"YUPPIE" INVESTORS POSTAL AND EMAIL

3/20/2016

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 3/2016

DATE

3/2016 UPDATED
3/2016 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

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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: 3/2016
Next Update: 6/2016

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS