

# NURSING HOME CARE INSURANCE POLICY OWNERS + RESPONDERS

3/20/2018

121A

List Broker Discount 25% - More Information

439,084	Total Insurance Owners + Responders	\$105.00/M
56,952	With Phone Numbers (DNC Suppressed)	\$125.00/M
185,162	Opt-In Email Addresses	\$145.00/M

**TITLE**

**Nursing Home Care Insurance Policy Owners and Responders**

**DESCRIPTION**

The affluent individuals assembled in this premium mailing list with optional opt-in email address are interested in protecting their assets with nursing home care insurance if the need for institutionalization arises. The future-conscious individuals, many of which have an investment background, are either interested in purchasing nursing home care insurance, or are not satisfied with or would like to add to their current long term nursing home care insurance coverage. The home postal addresses and/or the opt-in email addresses of these conservative individuals with an above-average net worth are available in this qualified marketing data. All marketing data points, self-reported and public, 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:	56
Average Income:	\$68,000.00
Average Net Worth:	\$210,000.00

**SOURCES**

- Investment Questionnaires
- Telemarketing
- Direct Mail
- Space Ads
- Seminar Attendees
- Insurance Questionnaires
- Proprietary Sources
- Opt-In Email

**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



**data owner:**



ws ponton

DATA + MARKETING SOLUTIONS | 100 YEARS

**Counts thru 3/2018**

**DATE**

3/2018 UPDATED  
 3/2018 CONFIRMED

**UNIT OF SALE**

\$850.00 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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