PRE-RETIREES BY EXACT AGE
POSTAL and EMAIL

12/20/2017 **135A**

List Broker Discount 25% - More Information

2,018,746	Pre-Retirees by Exact Age	$125.00/M
198,432	With Phone Numbers (DNC Suppressed)	$150.00/M
553,338	Opt-In Email Addresses	$165.00/M

TITLE

Pre-Retirees by Exact Age

DESCRIPTION

This premium mailing list is an assemblage of higher-income individuals with a sizeable net worth who have shown or expressed an interest in retiring within the next 12 months. This premium marketing data with optional opt-in email addresses is available by exact age, and 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. Many of these pre-retirees are current investors of speculative and/or conservative investment products therefore are in need of financial and estate planning, long-term care insurance, and other types of investment and insurance products geared for asset protection and wealth preservation.

PROFILE

Average Age:	64
Average Income:	$58,000.00
Average Net Worth:	$270,000.00

SOURCES

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

Guaranteed 95% Deliverable | MINIMUM ORDER: 5,000 RECORDS

Updated Quarterly
Last Update: 12/2017
Next Update: 3/2018

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

DMA Member

data owner:

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

Counts thru 12/2017

DATE
12/2017 UPDATED
12/2017 CONFIRMED

UNIT OF SALE
$500.00 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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