

# SUN/SEA/AIR VACATIONERS POSTAL and EMAIL

3/20/2017

165A

List Broker Discount 25% - More Information

546,080 Sun/Sea/Air Vacationers	\$105.00/M
468,287 With Phone Numbers	\$125.00/M
227,715 Opt-In Email Addresses	\$145.00/M

**Counts thru 3/2017**

**DATE**

3/2017 UPDATED  
3/2017 CONFIRMED

**UNIT OF SALE**

\$1,000.00 AVERAGE

**GENDER**

85% MALE  
15% 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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**TITLE**

Sun/Sea/Air Vacationers

**DESCRIPTION**

Affluent travelers who have flown to or inquired to fly to a resort or vacation destination within the last 12 months. These destinations are usually in warm climates with beaches. Average vacation length is usually 5 days.

**PROFILE**

Average Age:	46
Average Income:	\$82,000.00
Average Net Worth:	\$150,000.00

**SOURCES**

Travel Agencies  
Hotels  
Casinos  
Resorts  
Subscriptions  
Cruise Lines  
Opt-In Email  
Questionnaires  
Direct Mail  
Proprietary Sources

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

**Updated Quarterly**

Last Update: 3/2017  
Next Update: 6/2017

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



**data owner:**



**ws ponton**  
DATA + MARKETING SOLUTIONS | 100 YEARS