

SUN/SEA/AIR VACATIONERS POSTAL and EMAIL

3/20/2018

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

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: 3/2018
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

\$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

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