

# UPPER FIVE PERCENT | POSTAL and EMAIL

6/20/2018

179A

List Broker Discount 25% - More Information

8,934,701	<b>The Upper Wealthiest 5%</b>	\$85.00/M
450,224	With Phone Number (DNC Suppressed)	\$105.00/M
5,708,991	<b>The Upper Wealthiest 3%</b>	\$105.00/M
221,563	With Phone Numbers (DNC Suppressed)	\$125.00/M
1,196,447	<b>The Upper Wealthiest 1%</b>	\$105.00/M
92,862	With Phone Numbers (DNC Suppressed)	\$125.00/M
487,546	<b>The Upper Wealthiest 1/2%</b>	\$110.00/M
35,608	With Phone Numbers (DNC Suppressed)	\$130.00/M
1,935,882	Opt-In Email Addresses	\$150.00/M

## TITLE

**Upper 5%, 3%, 1%, and 1/2% Wealthiest Individuals in the U.S.**

## DESCRIPTION

The audience of this marketing data is the most exclusive set of individuals in the United States. Over 67 criteria are used to establish income level, and through proprietary algorithm, more than 162 factors are utilized to establish net worth ensuring that only the ultra wealthy are included. This distinguished audience represents the careful and selective amalgamation of only the most distinctive individuals in all of our elite data. A sampling of the sources for this notable audience includes fundamental real estate transactions, public courthouse records, and self reported preferences. The individual who have contributed their intricately detailed investment, purchasing, and lifestyle preference range from jet and yacht owners to America's largest business tycoons and benefactors. Premium mailing lists for these influential individuals are available in a spectrum of top percentage options: the top 5%, 3%, 1% and 1/2%.

## PROFILE

Average Age:	61
Average Income:	\$220,000.00
Average Net Worth:	\$1,850,000.00

## SOURCES

Stockholder Lists	Shareholder Lists
Business Holdings	Investment Questionnaires
Real Estate Equity	Auto Information
Non - Profit Institutions	Seminar Attendees
Direct Mail	Subscriptions
Membership Rosters	Resorts
Casinos	Hotels
Investment Questionnaires	Telemarketing
Clubs and Organizations	Proprietary Data
Opt-In Email	

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

## Updated Quarterly

Last Update: 6/2018

Next Update: 9/2018

Delivery: Within 24 Hours

Shipping & Handling: \$25.00 Flat Rate



**data owner:**



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

**Counts thru 6/2018**

## DATE

6/2018 UPDATED

6/2018 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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