

UPPER FIVE PERCENT | POSTAL and EMAIL

179A

List Broker Discount 25% - More Information

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

Updated

Quarterly

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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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

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



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS