

**AFFLUENT OLDER MAIL ORDER BUYERS
POSTAL AND EMAIL**

006A

List Broker Discount 25% - More Information

1,117,490	Over 50	\$85.00/M
672,387	Over 60	\$95.00/M
1,275,728	With Phone Numbers	\$105.00/M
270,097	Opt-In Email Addresses	\$135.00/M

Updated

Quarterly

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

TITLE

Affluent Older Mail Order Buyers

DESCRIPTION

High Income and High Net Worth Individuals who have purchased a Minimum of \$500.00 of Goods and/or Services through the Mail with the last 12 months.

PROFILE

Average Age:	67
Average Income:	\$75,000.00
Average Net Worth:	\$500,000.00

SOURCES

- Mail Order Companies
- Telemarketing Companies
- Investment Questionnaires
- Subscription Lists
- Catalogers
- Direct Mail
- Proprietary Sources
- Opt-In Email

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

Updated Quarterly

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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