

**AFFLUENT OLDER VACATION TRAVELERS
POSTAL AND EMAIL**

6/20/2018

008A

List Broker Discount 25% - More Information

1,432,705	Affluent Older Vacation Travelers	\$85.00/M
1,153,284	With Phone Numbers	\$105.00/M
388,836	Opt-In Email Addresses	\$125.00/M

Counts thru 6/2018

DATE

6/2018 UPDATED
6/2018 CONFIRMED

TITLE

Affluent Older Vacation Travelers

UNIT OF SALE

\$1,500.00

DESCRIPTION

Upscale Individuals, Who have **Traveled a Minimum of 2 x** by Air or have have Expressed an Interest to Vacation within the last 12 Months.

GENDER

80% MALE
20% FEMALE

PROFILE

Average Age:	61
Average Income:	\$70,000.00
Average Net Worth:	\$400,000.00

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

SOURCES

Travel Agencies
Cruise Lines
Hotels
Resorts
Casinos
Subscriptions
Direct Mail
Telemarketing
Investment Questionnaires
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

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

contact:

800-628-7806 usa
800-541-8540 canada
412-782-1109 fax
412-782-2360 in pa
sales@wsponton.com
www.wsponton.com
3030 william pitt way
pittsburgh pa 15238