

BON VOYAGERS POSTAL AND EMAIL

016A

List Broker Discount 25% - More Information

331,468 Bon Voyagers (Cruise Vacationers)	\$105.00/M
286,972 With Phone Numbers	\$125.00/M
156,121 Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

DESCRIPTION

Upscale, Affluent Travelers, who have either Cruised or Inquired to Cruise within the last 12 months. The Average Cruise Length is 5 days. These individuals have Traveled by Air to the Cruise Departure Location.

UNIT OF SALE

\$1,500.00 AVERAGE

GENDER

85% MALE
15% FEMALE

PROFILE

Average Age:	49
Average Income:	\$75,000.00
Average Net Worth	\$200,000.00

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

SOURCES

Travel Agencies
Cruise Lines
Hotels
Casinos
Resorts
Subscriptions
Direct Mail
Surveys
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

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



data owner:



ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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