

SECOND RESORT HOME VACATIONERS POSTAL AND EMAIL

06/20/2013

153A

81,732 Resort Home Vacationers \$105.00/M
48,265 With Phone Numbers \$125.00/M
22,402 Opt-In Email Addresses \$145.00/M

Counts thru 06/2013**DATE**

06/2013 UPDATED
06/2013 CONFIRMED

TITLE**Second Resort Home Vacationers****UNIT OF SALE**

\$10,000.00 AVERAGE

DESCRIPTION

Ultra affluent individuals who are frequent travelers to vacation destinations. These wealthy individuals have a second home for their private use. Many of these second homes are located in resorts and exclusive locations.

GENDER

90% MALE
10% FEMALE

PROFILE

Average Age: 62
Average Income: \$170,000.00
Average Net Worth: \$1,800,000.00

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

SOURCES

Investment Questionnaires
Real Estate Transactions
Direct Mail
Subscriptions
Public Records
Telemarketing
Surveys
Proprietary Sources
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

MINIMUM ORDER: 5,000 RECORDS

Guaranteed 92% Deliverable
Updated Quarterly
Last Update: 06/2013
Next Update: 09/2013

Delivery: Within 1 to 3 Business Days
Shipping & Handling: \$25.00 Flat Rate

**data owner:**

ws ponton
DATA + MARKETING SOLUTIONS | 100 YEARS

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