

**UPSCALE BEACH VACATION BY AIR TRAVELERS
POSTAL and EMAIL**

165A

List Broker Discount 25% - More Information

546,080 Upscale Beach Vacation by Air Travelers	\$105.00/M
168,287 With Phone Numbers (DNC Suppress)	\$125.00/M
227,715 Opt-In Email Addresses	\$145.00/M

Updated

Quarterly

TITLE

Upscale Beach Vacation by Air Travelers

UNIT OF SALE

\$1,000.00 AVERAGE

DESCRIPTION

Affluent and active travelers who have flown to, requested information or expressed an interest to travel to a beach resort or seaside vacation destination within the last 12 months. These wealthy travelers indicated that they prefer and are attracted to ocean destination locations in warm climates with beach activities. Average vacation length is 7 days including air travel time.

GENDER

85% MALE
15% FEMALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

Average Age:	46
Average Income:	\$82,000.00
Average Net Worth:	\$150,000.00

ADDRESSING

4 - UP CHESHIRE
P.S. LABELS
3 1/2 DISKETTE
CD ROM
E - MAIL / FTP
EMAIL - DEPLOYMENT
EMAIL - PERSONALIZATION

SOURCES

Travel Agencies
Hotels
Casinos
Resorts
Subscriptions
Cruise Lines
Opt-In Email
Questionnaires
Direct Mail
Proprietary Sources

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:

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