

**AFFLUENT WOMEN HIGH-TICKET MULTI-BUYERS
POSTAL and EMAIL**

186A

List Broker Discount 25% - More Information

308,208 Total Affluent Women High-Ticket Multi-Buyers \$95.00/M
 53,659 With Phone Numbers (DNC Suppressed) \$115.00/M
 128,526 Opt-In Email Addresses \$135.00/M

Updated

Quarterly

TITLE

Affluent Women High-Ticket Multi-Buyers

UNIT OF SALE

\$1,000.00 AVERAGE

DESCRIPTION

Direct mail and email responsive women who have made two or more purchases through the mail, catalog or online within the last 12 months. Each average unit of sale for these women shoppers is \$1,000.00. These female oriented products range from jewelry, cosmetics and fragrances to shoes and women's fashions.

GENDER

100% FEMALE
0% MALE

SOURCES

DIRECT RESPONSE
DIRECT MAIL
OPT-IN EMAIL

PROFILE

Average Age: 47
 Average Income: \$155,000.00
 Average Net Worth: N/A

ADDRESSING

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

SOURCES

Direct Mail
 Mail Order Companies
 Telemarketing
 Investment Questionnaires
 Subscriptions
 Catalogers
 Membership Rosters
 Proprietary Sources
 Opt-In Email

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



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