

Affluent Seniors Mailing List

Total Universe: **38,13,316**

Base Rate: **\$65.00/M**

Description Summary

These seniors have earned a good living throughout their lives, and are ready to enjoy it! Get the most accurate postal, phone, and email data available on the market. These consumers are highly responsive to many types of offers, such as travel, finance, and more. It's time for these seniors to get the most out of their retirement years, and have great experiences with family and friends. Don't miss out on the Affluent Seniors Mailing List, and enhance your direct marketing campaign!

How Our Data is Compiled

Our Affluent Seniors Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ Baby Boomers account for 92% of affluent households
- ✓ People ages 55 and older will soon face 2.5 trillion hours of leisure time over the next 20 years

Recommended Usage

This database is recommended for many offers, such as travel offers, finance, retirement communities, retail, insurance, and much more.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Ethnicity	Net Worth	Buying Habits
Gender	Homeowner	Marital status	Places Traveled

For additional information or list counts, contact your representative or list manager at 1.800.457.2899