

America's Big Spenders Mailing List

Total Universe: **39,47,884**

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

Description Summary

With an average income well into the six figure range, these consumers are always looking for the next best thing. These individuals can also be characterized by different lifestyle selects, such as Boat Owners, Electronic Buyers, Health Fitness Individuals, Premium Credit Card Holders, and more. They are more likely to spend money more frequently and spend more money than the average consumer. With a high net worth and an appreciation for finer merchandise and services they are prime prospects for premium credit cards, financial services, upscale apparel, catalog offers, high tech merchandise and many more! From high end designer buyers to exotic cars, they hold popular black cards, and are frequent patrons at impossible to get into restaurants. If your target is luxury brand buyers... this list is a must!

How Our Data is Compiled

Our America's Big Spenders 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

- ✓ In 2017, the top 1% income-earners were in possession of about 35.5% of the wealth
- ✓ Consumer spending in the U.S. was over \$12 trillion

Recommended Usage

These consumers are great candidates for a variety of offers, such as travel, automobile, jewelry, retail, designer apparel and accessories, real estate, finances, technology, and 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
Gender
Geography

Ethnicity
Income
Net Worth

Occupation
Marital Status
Buying Habits

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