

Total Universe: **62,85,178**

Base Rate: **\$85.00/M**

Description Summary

What does your profession say about you? It says a lot about you and can provide insight into your interests, activities, future purchases and even the amount of disposable income you have on hand. Our Professionals At Home mailing list gives you access to high-level professionals where they are more likely to actually see your message, at their home address. Every individual in our Professionals At Home Database are considered "white collared" workers. We have doctors, lawyers, accountants, architects and more. With this file, you can infer interests based on job title, which is a valuable way to target a myriad of offers. This file is the most deliverable "Professionals At Home" file on the market. Marketers now have the ability to engage these affluent buyers in a more responsive way.

How Our Data is Compiled

Our file is compiled using multiple sources including: Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications and Controlled Circulations. This responsive professionals at home list is enhanced with additional demographic and psychographic data. This list is updated monthly as new records are added to the database. The entire list is processed against the USPS® NCOA (National Change of Address) file.

Consider the Facts

- ✓ The average income of professionals at home is \$98,000
- ✓ The average age of our professionals at home is 53
- ✓ Each professional in our database has an advanced degree

Recommended Usage

Our Professionals At Home List is an excellent source for a variety of offers including electronics, travel, credit, trade publications, trade shows, educational services, packaged goods, 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)

Profession	Home Owner	Email	
Age	Telephone		

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