

Retired Americans Mailing List

Total Universe: **70,04,621**

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

Description Summary

These consumers now have the time available to enjoy the fun things in life. Now that they have extra time on their hands, they are looking for new things to do. With their years of service behind them they are ready to sit back and enjoy life. With a multitude of different selects, we have the ability to pinpoint the exact consumer that you are looking to reach. These consumers make perfect prospects for travel offers, retirement planning, and investment opportunities, just to name a few. Whether you're looking for direct mail, email, or telemarketing, this file has it all. Start using this database today and reach potential customers that are ready to start doing business with you.

How Our Data is Compiled

Our Retired Americans 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

- ✓ The average age of retirement in the U.S. is 63 years old
- ✓ The most popular retirement savings plan is a 401(k)

Recommended Usage

This file is recommended for travel offers, retirement planning, investment opportunities, magazine offers, credit card offers, and many more.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

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
Net Worth
Previous Occupation

Marital Status
Dwelling Type
Presence of Children

Buying Habits
Hobbies & Interests

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