The Best Senior Data

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **5,20,00,000**
Base Rate: **$65.00/M**

Description Summary

Since 1989, senior citizen-focused marketers have improved their ROI with our U.S. Senior Citizen Database. This database allows you to pinpoint your best senior prospects from over 52 million seniors. As the oldest and most respected senior list company in the country, we understand the issues marketers face with a mature demographic. With over 200 demographic and psychographic selects to choose from, we guarantee we'll enhance your prospecting list.

How Our Data is Compiled

Senior Source lists are built using more sources than any other senior database in the United States. Our data is generated from a variety of sources, including phone directories, surveys, U.S. Census Data, voter registration, product and warranty information, credit card transactions, mail order purchases, real estate, and magazine subscriptions, as well as deed and transactional data. To ensure accuracy, we update our lists monthly through USPSÂ® National Change of Address (NCOA) and CASS Certification.

Consider the Facts

- The median income for seniors last year was $27,707 for males and $15,362 for females.
- The median income for households headed by seniors rose 2% from 2010 to 2011.
- Social Security constitutes 90% or more of the income received by 36% of beneficiaries in 2010.

Recommended Usage

The U.S. Senior Citizens list is ideal for a variety of offers, including insurance, annuity, long-term care products, estate and retirement planning, health care, Medicare, construction, real estate, leisure and hospitality, hotels, travel, magazine subscriptions, catalogs and retail offers.

Sample Mail Piece Required

Inquire

Market Type
Consumers

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 canceld 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)

Individual Age	Length of Residence	Religion
HH Income	Home Value	Interests
Marital Status	Ethnicity	Occupation

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

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