

# America's Big Spenders Mailing List



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**Total Universe: 3,947,884**

**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

This list can be used for many types of offers, such as real estate, travel, financial, other charities, technology, retail, and much more.

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$325.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all 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

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