

# Senior Shoppers Mailing List

Total Universe: 47,007,449

Base Rate: \$85.00/M



## Description Summary

If you are a business owner, you already know why you should consider the most populous, targeted segment in the country! These Senior Shoppers use their credit cards for a wide variety of purchases made all across a variety of items. Travel, products & services for grandchildren, investment offers, fundraisers, and health products are only a small sample of the goods and services these seniors are eager to shop for. With a wide array of demographics, The Senior Source can help you help your business! With access to over 47 million unduplicated senior households and 10 million+ phone numbers, all enhanced with specific demographics, the Senior Source will allow you to pinpoint your very best prospect!

## How Our Data Is Compiled

Our Senior Shoppers 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

- Baby Boomers spend the most across all product categories
- Boomers own 80% of all money in savings and loan associations

## Recommended Usage

This mailing list is recommended for many industry offers, like department stores, appliance stores, travel offers, real estate, finance, insurance, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Net Worth  
Education Level

Marital Status  
Presence of Children  
Lifestyle  
Hobbies & Interests

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

## Market Type

U.S. Consumers

## List Channels

Postal, Telemarketing, Email

## Source

Self-Reported

## Output Options

Electronic, Printed

## 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

Please Inquire

## Sample Mail Piece Required

Please Inquire

## Commission

Standard 20% broker/agency commission is extended to all trade partners