

WealthWise Seniors Mailing List



Total Universe: 1,346,632

Base Rate: \$90.00/M

Description Summary

AmeriList's WealthWise Seniors datafile connects you with a premium segment of the U.S. population, individuals aged 60+ who own high-value, often mortgage-free homes and possess substantial discretionary income. Financially stable and brand-loyal, these savvy seniors respond exceptionally well to direct mail, phone, and email outreach. Typically, retired or semi-retired, they have the time and resources to invest in lifestyle-enhancing products and services, including wellness, home improvement, travel, financial planning, and charitable giving. Whether upgrading their homes, exploring the world, or supporting causes they care about, this audience is ready to engage with the right offer. With AmeriList, reaching this valuable, responsive group has never been easier or more effective.

How Our Data Is Compiled

This database is sourced from a comprehensive combination of verified public property records, county tax assessments, U.S. Census data, and consumer surveys, providing a robust foundation of homeowner and demographic information. To enhance precision, modeled income estimates and third-party lifestyle data are integrated, offering deeper insights into financial status and purchasing behavior. All records undergo rigorous validation processes, including National Change of Address (NCOA) updates, CASS certification for address accuracy, and strict email hygiene protocols to maximize deliverability and maintain data integrity.

Consider The Facts

- Affluent seniors often hold \$500K+ in assets and are key financial decision-makers.
- 60% contribute to charitable or religious organizations.

Recommended Usage

This data segment is perfect for companies targeting financially secure seniors with upscale lifestyles, including luxury home improvement, premium travel, healthcare, financial services, and nonprofits. These affluent homeowners respond well to direct mail, email, and phone outreach, making them ideal for multi-channel marketing campaigns. Businesses offering lifestyle-enhancing products and services will find this audience highly engaged and ready to invest.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Buying Habits
Income
Net Worth
Cell Phone

Language Spoken
Religious Affiliation
Lifestyle Interests
Home Market Value

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data, Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$450.00

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

Yes

Commission

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

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com