

Elite High Net Worth Golfers

Total Universe: 1,141,942

Base Rate: \$79.00/M



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Description Summary

You can tell a lot about a man by his golf game – avid golfers and golf enthusiast(s) alike are very sophisticated, usually affluent and professional. Our Elite High Net Worth golfers represent all of the above. They are also extremely rich! Aggregated from several of the leading golf direct response sources, this list gives marketers access to a comprehensive prospecting base of golfers. Our award-winning network of publishers deliver industry trends and game info to this very affluent active group of golfers. These individuals subscribe to leading golf publications. Additionally, they are interested in a wide range of topics and products. These wealthy Americans have more expendable income to both spend and invest.

How Our Data is Compiled

Our data is completely direct response sourced and is managed in a cooperative environment. We incorporate multiple data feeds from more sources than any other database within this segment. Sources include golf directories, magazine publishers, online surveys, and actual purchase history. We verify our database monthly to ensure 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

- 90% of the golfers on this list have a net worth of more than \$2MM.
- 76% are active investors in the stock market
- Average Income for this group exceeds \$187K per year

Recommended Usage

Elite HN Golfers are targets for high ticket items and luxury goods including: high end cars, boats, designer clothing and jewelry, investment opportunities, magazine offers, credit card, travel and much more.

Sample Mail Piece Required

Popular Selections (for additional selections please inquire)

Age	\$5.00/M	Income	\$5.00/M	Marital Status	\$5.00/M
Dwelling Type	\$5.00/M	Expendable Income	\$7.00/M	Investors	\$7.00/M
Ethnicity	\$12.00/M	Investable Assets	\$5.00/M	Net Worth	\$5.00/M
Gender	\$5.00/M	Home Value	\$5.00/M	Phone	\$10.00/M

List ID

ALD828

Market Type

B2C, U.S. Consumer

List Channels

Postal, Email

Source

Direct Responses, Lifestyle Questionnaires, Opt-In E-mails, Internet/On-Line

Output Options

Printed, Electronic

Update Cycle

Monthly

Minimum Order

Quantity: 5000

Price: \$325

Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charge: Flexible

Exchanges

Available

Reuse

Available 50%

Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

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

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40 Ramland Rd South Ste 203B Orangeburg, NY 10962 • 845.362.6737 • info@amerilist.com