

# Seniors Turning 65

Total Universe: 2,789,183

Base Rate: \$65.00/M



visit us online at [amerilist.com](http://amerilist.com)

## Description Summary

Age is a state of mind over matter. If you don't mind, it doesn't matter. We guarantee that every name in our Seniors Turning 65 Database doesn't mind. In fact, they relish the joys and comforts of growing wiser with age. With the Senior Source List Seniors Turning 65 Database, you can reach seniors turning 65 in the coming months. These consumers are thinking about retirement and taking action to preserve their benefits and lifestyle.

## How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including phone directories, surveys, U.S. Census Data, voter registration, product and warranty information, credit card transactions, mail order purchases, real estate, magazine subscriptions, as well as deed and transaction data. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure proper deliverability.

## Consider the Facts

- 10,000 people will turn 65 today
- 13% of Americans are 65 and older
- The typical Senior believes old age does not begin until age 72
- On average, Seniors feel nine years younger than their chronological age

## Recommended Usage

Our Seniors Turning 65 Database is perfect for financial planners, assisted living facilities, and insurance agents, among others.

## Popular Selections (for additional selections please inquire)

Income	\$5.00/M	Month of Birth	\$5.00/M
Marital Status	\$5.00/M	Phone	\$10.00/M

## List ID

ALD688

## Market Type

B2C, U.S. Consumer

## List Channels

Postal & Telemarketing

## Source

Lifestyle Questionnaires, Controlled Circulations, Opt-in E-mails, Internet/On-Line, Direct responses.

## Output Options

Electronic, Printed

## 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

A 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

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