

# Active Retirees Mailing List

Total Universe: 15,461,392

Base Rate: \$65/M



## Description Summary

Age is only a number, it's all about how you feel! Are you looking to reach seniors who are ready to enjoy their next adventure? With the active retirees list you will get access to a cross-section of Americans who view retirement as a whole new journey. With their ample leisure time, these retirees love to invest their attention to cooking, travel, financial & investment advice, gardening, golf, etc. They are ready to pursue new hobbies and have the time to develop new skills. These seniors are ready to spend money on things that will keep them feeling young at heart. With the most accurate data on the market, you can successfully target active retirees for your next direct marketing campaign.

## How Our Data Is Compiled

Our Active Retirees 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

- The average age for retirement in the U.S. is 63
- According to studies, seniors who do any amount of exercise tend to live longer and have a lower risk of developing a disability than those who do not

## Recommended Usage

This database is recommended for a variety of offers, such as book offers, gardening clubs, travel offers, insurance offers, financial & investment advice, golf products, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender

Geography  
Net Worth

Hobbies  
Buying Habits

## 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

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

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