

Affluent Seniors Mailing List

Total Universe: 3,813,316

Base Rate: \$65/M



Description Summary

These seniors have earned a good living throughout their lives, and are ready to enjoy it! Get the most accurate postal, phone, and email data available on the market. These consumers are highly responsive to many types of offers, such as travel, finance, and more. It's time for these seniors to get the most out of their retirement years, and have great experiences with family and friends. Don't miss out on the Affluent Seniors Mailing List, and enhance your direct marketing campaign!

How Our Data Is Compiled

Our Affluent Seniors 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 account for 92% of affluent households
- People ages 55 and older will soon face 2.5 trillion hours of leisure time over the next 20 years

Recommended Usage

This database is recommended for many offers, such as travel offers, finance, retirement communities, retail, insurance, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Ethnicity

Homeowner
Net Worth
Marital Status

Buying Habits
Places Traveled

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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