

Retired Americans Mailing List



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Total Universe: 7,004,621

Base Rate: \$85.00/M

Description Summary

These consumers now have the time available to enjoy the fun things in life. Now that they have extra time on their hands, they are looking for new things to do. With their years of service behind them they are ready to sit back and enjoy life. With a multitude of different selects, we have the ability to pinpoint the exact consumer that you are looking to reach. These consumers make perfect prospects for travel offers, retirement planning, and investment opportunities, just to name a few. Whether you're looking for direct mail, email, or telemarketing, this file has it all. Start using this database today and reach potential customers that are ready to start doing business with you.

How Our Data Is Compiled

Our Retired Americans Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- The average age of retirement in the U.S. is 63 years old
- The most popular retirement savings plan is a 401(k)

Recommended Usage

This file is recommended for travel offers, retirement planning, investment opportunities, magazine offers, credit card offers, and many more.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

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 Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

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

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Previous Occupation
Net Worth
Dwelling Type

Hobbies / Interests
Marital Status
Presence of Children
Buying Habits

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

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