



SEGMENTS

653,800	Total Universe /Universe Rate	\$85.00/M
653,800	Total Households	\$85.00/M
	Email where available	+ \$25.00/M

DESCRIPTION

These consumers tend to be more mature by nature with a higher education and a well-established career. They know what it takes to be secure in life, home, health and finances. They tend to be active investors who not only care about their children, grandchildren and homes built also participate in outdoor activities, travel (domestic and abroad), career advancement, technology and achieving financial security both through work and investing.

DATE

UPDATED	07/12/2022
CONFIRMED	07/14/2022

GENDER

0% MALE 70% FEMALE

SOURCE

Lifestyle questionnaire, Direct response, Compiled lists, Multi Sourced, Masterfile enhanced

ADDITIONAL CHARGES

HH Income	\$5.00/M
Age Indicator	\$3.50/M
Radius Zip/Zip+4+CR Codes	\$5.00/M
Radius Rooftops	\$5.00/M
Dwelling Type	\$2.50/M
Homeowner/Renter Code	\$7.50/M
Number of Adults	\$2.50/M
Number of Children	\$2.50/M
Marital Status	\$2.50/M
Lifestyle	\$12.50/M
Ethnic Code	\$10.00/M
Mail Buyer	\$10.00/M
Religion	\$10.00/M
Minority	\$10.00/M
Language Code	\$10.00/M
Date of Birth	\$5.00/M
Presence of Children	\$7.50/M
Presence of Credit Card	\$20.00/M
Home Value in thousands	\$20.00/M

ADDRESSING

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

Net Name is allowed	85%
Min Qty	50,000
Run Charges	\$8.00/M