



**SEGMENTS**

2,565,000	Total Universe /Universe Rate	\$95.00/M
2,565,000	Total Households	\$95.00/M
1	Email where available	+ \$25.00/M

**DESCRIPTION**

These consumers are more mature and stable in life and are looking for the best investment opportunities they can find to help build and secure their financial future. They are technologically savvy and connected IP networks of individuals and companies which make them more available to find these opportunities.

**DATE**

UPDATED	07/15/2022
CONFIRMED	07/16/2022

**GENDER**

65% MALE 35% FEMALE

**SOURCE**

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

**ADDITIONAL CHARGES**

Age Indicator	\$3.50/M
HH Income	\$5.00/M
Presence of Children	\$7.50/M
Date of Birth	\$5.00/M
Presence of Credit Card	\$20.00/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
Home Value in thousands	\$20.00/M

**ADDRESSING**

**MINIMUM ORDER**

10,000

**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