



SEGMENTS

3,500,000	Total Universe /Universe Rate	\$100.00/M
3,500,000	Total Households	\$100.00/M
1	Email where available	+ \$25.00/M

DESCRIPTION

These consumers have a high propensity to be interested in high end financial opportunities. Using statistical modeling and activity data, this group exhibits traits that can be found in other similar groups.

DATE

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

GENDER

65% MALE 35% FEMALE

SOURCE

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

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