

BYRUM FLEMING

Mailing List Brokerage and Management

93000B

www.byrumfleming.com

LIFESTAGE EVENTS

Lifestage Events include; Newly Married, New Births, New Homeowners, New Residents and New Businesses. The individuals in the Lifestage Events file have told us that one or more of these events have occurred within the last 6 months. This comprehensive listing of individuals consists of people who have are in transition and are actively seeking to make that transition smoothly. Individuals in this list are highly responsive consumers who have made a recent change in their lives. These are excellent targets for catalogs, retail, travel, credit cards, etc.. Reach out to these men and women with your product or service that will help them at a time of change. Whether marketing to Newlyweds, New Parents, New Business Owners or New Homeowners is the perfect place to start. Get your direct mail campaign onto a smooth run to produce the best results.

Total Database - 1,061,618

Available Selects \$8/M

Applying for a Home Equity Loan	1,496
Applying for a Home Loan	41,772
Applying for a New Mortgage	45,689
Buying a Home	74,881
Getting Married	87,776
Major Home Improvement	139,224
Moving	94,007
New Vehicle Lease	7,985
New Vehicle Purchase	48,921
Refinancing Current Mortgage	46,774
Renting	109,885
Starting a Business	37,226
Newlyweds	325,982

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Income Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Age Select	\$8/M
Email	\$50/F	Recency (6 Mos)	\$15/M	Gender Select	\$8/M
FTP	\$50/F	Key Coding	\$5/M	Geographic Select	\$8/M

Brokers Welcome