

BYRUM FLEMING

Mailing List Brokerage and Management

67200B

www.byrumfleming.com

ABSOLUTELY AFFLUENT SENIOR HOLIDAY MAIL ORDER BUYERS

With the holidays just around the corner, the Absolutely Affluent Senior Holiday Mail Order Buyers list is perfect for promoting your gift related products and services. These seniors shop and shop well, have incomes of \$100K+, which allows them the luxury to shop with no limit on what they spend. With an average age of 65+, and an average purchase of \$50.00, this list will absolutely work well for holiday, catalog, credit card, travel offers, and more. They have purchased items such as Toys, Gift Baskets & Cards, Jewelry, Wine and More. Target absolutely affluent senior holiday mail order buyers for your next direct mail, telemarketing or email campaign. Whether marketing to Grandmothers, Grandfathers, Great Aunts or Great Uncles this list is a great place to start. Sourced from direct mail buyers and telephone surveys.

3 Month Hotline - 101,414

6 Month Hotline - 223,110

Total Database - 405,654

Available Selects \$8/M

Apparel	86,810
Books	54,001
Electronics	12,661
Gift Baskets	48,001
Gift Certificates	59,824
Jewelry	27,810
Music	10,888
Perfume	17,631
Toys	48,016
Wine	40,012

Terms and Pricing

List Rental	\$85/M	Telephone Numbers	\$35/M	Gender Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Geographic Select	\$8/M
Email	\$50	Recency (6 Mos)	\$15/M	Key Code	\$5/M
FTP	\$50	Recency (12 Mos)	\$10/M	Run Charges	\$15/M

Brokers Welcome

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