

WEALTHY SENIORS

\$65/M
MIN. 5,000

#004a-X0137-06-R
2006

1,116,287 *Wealthy Seniors Age 50+*
716,790 *Wealthy Seniors Age 60+*

A continuously updated selection from the *WEALTHY AMERICANS DATABASE*. These Americans are enjoying their later years as a result of hard work and shrewd investments. They tend to relax in vacation homes and travel extensively. *Excellent* prospects for high ticket travel, investments and insurance. They are also good targets for offers and items geared towards older Americans.

SELECTIONS - \$5/M ADDITIONAL

- ✓ By Age 268,878 Age 50-54
130,724 Age 55-59
179,309 Age 60-64
414,908 Age 65+
- ✓ By Gender – 852,737 Males 170,150 Females

ALSO SELECTABLE - \$5/M ADDITIONAL

- ✓ 268,782 Conservative Contributors
- ✓ 501,081 Hardcore Investors
- ✓ 727,512 Homeowners
- ✓ 180,100 Liberal Contributors
- ✓ 941,703 Mail Responsive
- ✓ 482,205 \$250K+ Income
- ✓ 253,796 Millionaires
- ✓ 13,726 Multi-Millionaires
- ✓ 20,799 Speculative Investors

10,418	AL	11,571	KY	2,834	ND
2,646	AK	16,092	LA	64,778	OH
16,503	AZ	4,129	ME	12,041	OK
5,868	AR	45,872	MD	12,763	OR
69,450	CA	59,554	MA	41,826	PA
22,699	CO	43,066	MI	3,854	RI
38,595	CT	28,582	MN	12,694	SC
5,852	DE	5,858	MS	2,066	SD
5,955	DC	26,621	MO	19,741	TN
76,763	FL	2,844	MT	76,568	TX
23,547	GA	7,021	NE	6,245	UT
4,325	HI	4,512	NV	1,519	VT
3,994	ID	6,138	NH	34,035	VA
48,069	IL	26,957	NJ	21,061	WA
13,852	IN	4,332	NM	3,753	WV
10,993	IA	73,461	NY	25,431	WI
11,979	KS	24,450	NC	1,456	WY

FW

Zip Sequence
4-up Cheshire

★★★★★★★★★★

P-S Labels - \$6/M
Mag Tape - \$25
Disk/Email/CD/FTP - \$50/L

State - \$2.50/M
SCF - \$2.50/M

Keying - \$2/M
Title Address - \$2/M

★★★★★★★★★★

Phones - \$20/M

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★★★ *Celebrating Our 34th Anniversary* ★★★



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