

Customers First Senior Spenders

1,450,850 Total Universe \$80/M
94,567 Monthly Hotline \$85/M

Customers First Senior Spenders is your best way to reach the active senior market today! The fastest growing segment of the U. S. population is composed of those aged 65 and older. Comprised from multiple transactional sources, these seniors are purchasing products and services as they enjoy their years of retirement. With high disposable incomes, they are purchasing products via the internet, direct mail, catalogs and TV. Great targets for insurance, ID Theft, travel, membership clubs, fundraising, non-profits and much more!

Please contact list manager for further information:

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Selects:

Weekly Hotline	\$20/M
Monthly Hotline	\$10/M
Age	\$5/M
Gender	\$5/M
State, SCF, Zip	\$5/M
Homeowner/Renter	\$5/M
Presence of Children	\$5/M
Income	\$5/M
Run Charges	\$6/M
MOB	\$10/M
Ethnicity	\$5/M
Marital Status	\$5/M
LOR	\$5/M

Shipping:

CD	\$35/F
Email	\$50/F
FTP	\$50/F

Payment Due 30 days after mail date.
Minimum Order: 5,000