

Reach Active International Travelers



The Active International Travelers file is comprised of families and individuals who travel internationally, including leisure as well as business travel worldwide.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Active International Travelers** file is comprised of families and individuals who travel internationally, including leisure as well as business travel worldwide. This file captures critical and relevant market criteria which covers a detailed range of demographic segmentation as well as travel preferences.

Demographic related international travel selects include language preference, country of origin and region of travel interest, in addition to age, gender, income, homeowner, ethnicity, education and family status.

International travel selects include family travel, senior and retirement travel, beach travel, scuba and boating, adventure travel, eco-tourism, golf travel, spa travel, ski travel, international business travel and much more. The file also contains an international cruise interest segment to reach travelers with an active interest in international cruise vacations from ports around the world.

This file is ideal for offers pertaining to hotels, resorts, cruises, all-inclusive packages, honeymoon offers, travel agency promotions, family travel, local travel, international travel, airlines, spa offers, seasonal travel offers, destination promotions for city, state, and international divisions or tourism worldwide.

Contact Us For More Information

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ID Number	328995
Universe	12,593,037
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	02/01/2012
Counts through	01/13/2013
Selects	
Gender	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Ethnicity	No charge
Homeowner	No charge
Education	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

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