

Reach Active Seniors



Reach US consumers age 60+ that enjoy an active lifestyle. This file has email and postal available and is 100% opt-in.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
Multi Channel (Email & Postal)	\$120.00 /M

Description

The **Active Seniors File** represents online users age 60+ who enjoy an active and healthy lifestyle. These consumers have requested to receive third party offers related to their interests.

Lifestyle Interests Include:

Arts & Entertainment	Home Furnishings & Improvement
Business Opportunities	Investing
Computers & Technology	Magazines
Dining	Music
Education	Pets
Finance & Investment	Reading
Food & Wine	Sports
Golf	Travel
Health & Fitness	

Suggested Usage: Credit Card Offers, Family Gifts, Insurance, Investment Opportunities, Magazine Subscriptions, Travel, Vitamins and much more.

Contact Us For More Information

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 Web: www.eTargetMedia.com

ID Number	199367
Universe	8,077,365
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	12/18/2006
Counts through	01/18/2013
Selects	
Age	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
SCF	No charge
State	No charge
Zip Code	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

> Targeted, Effective Results!
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