

## Reach All American Baby Boomers



Reach US consumers born in the "Baby Boom" era. Born between 1946 and 1964, these individuals are older, wiser and have disposable income to spend.

| 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 **Baby Boomers Email & Postal File** represents online users born between 1946 and 1964 who have requested to receive information on various consumer offers meant to enhance their active lifestyles and upcoming retirement.

#### PROFILE

55% Female  
 45% Male  
 Average Age: 49  
 Average Income: \$58K

Suggested Usage includes Apparel, Credit Card Offers, Entertainment, Health & Fitness, Home Decor and Remodeling Services, Insurance, Investing & Retirement Planning, Magazine Subscriptions, Travel, and other consumer related offers.

### Contact Us For More Information

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|  |                           |
|--|---------------------------|
| <b>ID Number</b>                       | 223439                    |
| <b>Universe</b>                        | 10,114,262                |
| <b>List Type</b>                       | Consumer                  |
| <b>Source</b>                          | Internet<br>Opt-in e-mail |
| <b>Permission Level</b>                | Confirmed Opt-in          |
| <b>List Maintenance</b>                |                           |
| Market entry                           | 12/24/2007                |
| Counts through                         | 01/18/2013                |
| <b>Selects</b>                         |                           |
| 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                 |
| <b>Geography</b>                       | Domestic (US)             |
| <b>Addressing</b>                      |                           |
| 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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