

Reach American Senior Travelers



The American Senior Travelers file is comprised of senior citizens age 55+ who actively travel for a variety of reasons.

Segments

Price

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

Description

The **American Senior Travelers File** is comprised of senior citizens age 55+ who actively travel for a variety of reasons including retirement travel, visiting family and friends, active travel such as golf, eco-travel or spa vacations, cruise travel, multi-generational vacation with children and grandchildren, and extended retirement travel. These seniors are enjoying their retirement, many of whom have allocated savings specifically for travel purposes and are therefore ripe consumers ready to take advantage of travel deals.

Travel selects include local travel, domestic travel, international travel, family travel, adventure travel, golf travel, boating, casino travel, eco-travel, fishing, and other related travel categories.

Demographic selects include age, income, net worth, retirement stats, ethnicity, education, homeowner and geography.

This file is ideal for travel products tailored to seniors as well as a wide variety of vacation offers including national cruises, international cruises, world cruises, resorts, all-inclusive packages, safaris and once in a lifetime adventures, travel agency promotions, family travel, destination promotions for city, state, and national divisions or tourism, and much more.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)

Email: info@eTargetMedia.com

Web: www.eTargetMedia.com

ID Number	312329
Universe	9,127,831
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	09/02/2011
Counts through	01/18/2013
Selects	
Age	No charge
Gender	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
Travel	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!**
Targeted, Effective Results!

