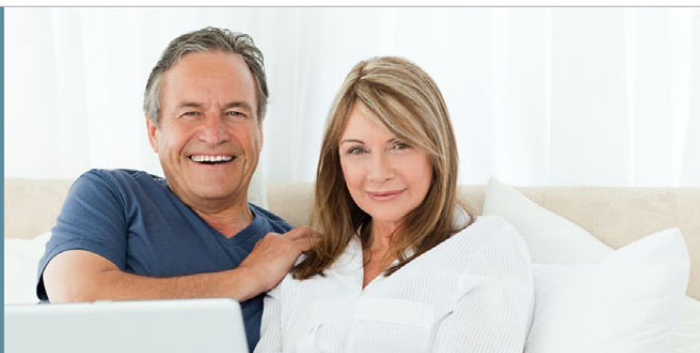


Reach Empty Nesters



The Empty Nesters file is comprised of a diverse range of individuals and families who have grown children that have moved out of the family household

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

Description

The **Empty Nesters file** is comprised of a diverse range of individuals and families who have grown children that have moved out of the family household. These empty nesters often find themselves with additional discretionary income to allocate to savings, retirement, home improvement, travel, hobbies and other personal interests that were previously dedicated to raising a family. In addition to entering a new stage in their lives, many of these individuals are also enjoying the company of grandchildren or preparing for the arrival of new grandchildren as their families grow.

Select by age, income, gender, marital status, homeowner, ethnicity and an extensive range of interest, lifestyle and purchase preference qualifiers.

Ideal list usage includes: insurance, investment, retirement products, travel offers, volunteer opportunities, video and photo sharing products, preventative healthcare, crafts, home decorating, community organizations, gifts for children and grandchildren, and much more!

Contact Us For More Information

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 Email: info@eTargetMedia.com
 Web: www.eTargetMedia.com

ID Number	301109
Universe	6,427,543
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	01/20/2011
Counts through	01/18/2013
Selects	
Age	No charge
Ethnicity	No charge
Gender	No charge
Homeowner	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Purchase Preference	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