

## Reach High Income Cruisers



The High Income Cruisers file is comprised of families and individuals with high disposable income who value what a luxury cruise vacation has to offer.

| 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 **High Income Cruisers File** is comprised of families and individuals with high disposable income who value what a luxury cruise vacation has to offer and are willing to invest in the type of experience they expect. The file skews toward higher income levels and experienced cruisers, generally on premium, luxury and specialty cruise lines.

These travelers with discretionary tastes enjoy the finest luxuries and amenities on board including gourmet cuisine, fine wines, concierge services, private tours, spa services and much more.

The file encompasses domestic and international travel, but skews international with many of the travelers interested in exotic or exclusive destinations worldwide. Travel selects include travel related activity based categories such as wine enthusiasts, spa enthusiasts, golf enthusiasts, water sports, outdoor activities, dining, shopping and much more.

Income related and wealth related selects include household income, net worth, value of home, multiple homeowner, luxury goods buyers, luxury lifestyle, financial investor, real estate investor, retired travelers, and other related categories.

### Contact Us For More Information

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|                                |                           |
|--------------------------------|---------------------------|
| <b>ID Number</b>               | 372406                    |
| <b>Universe</b>                | 4,642,151                 |
| <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                   | 01/30/2013                |
| Counts through                 | 01/30/2013                |
| <b>Selects</b>                 |                           |
| 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                 |
| Presence of Children           | No charge                 |
| SCF                            | No charge                 |
| State                          | No charge                 |
| Zip Code                       | No charge                 |
| City                           | 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!  
Targeted, Effective Results!

