



Ascot Seniors

1,050,000	30 Day Hotline	\$85/M
	Fundraising	\$70/M

Description:

Ascot Seniors identifies monthly credit / direct response active hotline adults, age 55+ who seek products, services, and activities that compliment their desire to live life to the fullest. Mature consumers represent a market, social and political force to be reckoned with, representing over 25% of the U.S. population with over \$1.6 trillion in spending power and a net worth that's nearly twice the U.S. average.

Adults age 55+ are the most affluent of any age segment. Direct marketers who do not target this audience are missing a vital market segment

Selections:

Credit Card by Type	\$11.00/M
Age	\$11.00/M
Income	\$11.00/M
Gender	\$6.00/M
Homeowner	\$11.00/M
Dwelling Type	\$11.00/M
Length of Residence	\$11.00/M
Geography	\$6.00/M
Ethnicity / Religion	\$11.00/M
Presence of Children	\$11.00/M
Marital Status	\$11.00/M
Donors	\$11.00/M
Multi Mail Order Buyers	\$11.00/M
Apparel Buyers by Type: <i>Women's, Men's, Pre-Teen, Intimate Apparel</i>	\$11.00/M
Mail Order Buyer by Type: <i>Catalog; General Merchandise; Children's Reading; Health, Fitness, Exercise; Entertainment; Books, Music; Magazines; Investment, Financial Opportunities; Beauty Products; Sweepstakes Entrants</i>	\$11.00/M
Hobby Buyers by Type: <i>Craft's, Sewing - Buyer; Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins, Collectibles</i>	\$11.00/M

Please inquire for additional selections!

AVRICK DIRECT, INC.

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LIST TYPE

30 Day Hotline

UNIVERSE

6 Month 6,300,000

GEOGRAPHY

United States

SOURCE

CC actives, new movers, MOB, warranty card applicants

GENDER PROFILE

44% Male / 48% Female

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

Email/FTP: \$50 Flat
CD Rom/Cartridge: \$35 Flat

ORDERS OR COUNTS FOR THIS QUALITY LIST:

Orders: orders@avrick.com
Counts: counts@avrick.com
Phone: (805) 683-6551
Fax: (805) 683-6553

CONTACT INFORMATION

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