

MILESTONE MARKERS: 49: The New 50 (Ages 45-49)

100,000	30 Day Hotline	\$75/M
	Fundraiser Rate	\$65/M

Description:

The MILESTONE MARKERS series of lists define consumers in age bands according to specific trigger events. These milestones indicate a major lifestyle change, marked by a shift in priorities, and can be used as a benchmark in targeting specific offers to different populations.

MILESTONE MARKERS: 49 – THE NEW 50 represents individuals, ages 45-49, who are on the verge of a major transition into ‘pre-retirement’. This is a critical age when many of these consumers make decisions that will affect the manner in which they live comfortably.

Selections:

Credit Card by Type	\$12.00/M
Number of Credit Cards	\$12.00/M
Age	\$12.00/M
Income	\$12.00/M
Gender	\$7.00/M
Homeowner	\$12.00/M
Dwelling Type	\$12.00/M
Length of Residence	\$12.00/M
Home Value	\$12.00/M
Geography	\$7.00/M
Ethnicity / Religion	\$12.00/M
Presence of Children	\$12.00/M
Marital Status	\$12.00/M
Donors	\$12.00/M
Apparel Buyers by Type: <i>Women's, Men's, Pre-Teen, Intimate Apparel</i>	\$12.00/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>	\$12.00/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>	\$12.00/M

Please inquire for additional selections!

AVRICK DIRECT, INC.

1021 Tremonto Road, Santa Barbara, CA 93103
Ph: 805.683.6551 • Fax: 805.683.6553 • www.avrickdirect.com

LIST TYPE

30 Day Hotline

UNIVERSE

6 Month Hotline

GEOGRAPHY

United States

SOURCE

Utility hookups, self-reported COA, magazine subscription changes, credit card processing center

GENDER PROFILE

46% Males / 54% Females

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

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

THIS QUALITY LIST IS MANAGED BY:

Adrea Rubin Marketing, Inc.
441 Lexington Ave., 9th Flr.
New York, NY 10017

CONTACT INFORMATION

Joe Frick
P: (646) 487-3768
Fax: (212) 983-0107
Email: joef@adrearubin.com