



## **MILESTONE MARKERS:** **Boomers Still Working (Ages 50-64)**

200,000	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: BOOMERS STILL WORKING represents the population whose behavior will define the economics in the US over the next 20-25 years. Many of these individuals have been forced, through various economic circumstances, to continue working as they approach retirement age.

### **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.**

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### 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:

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### CONTACT INFORMATION

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