

ActionBase

Exact Age -Turning 50 & Beyond

103,000,000 Turning 50 & Beyond \$65.00/M
54,386,291 Email +25.00/M

Description

"Turning 50 & Beyond" is the largest exact age database in the country for reaching age 50+, one that allows marketers to target the greatest number of individuals who are turning a certain age in a specific month or within a specified date range. Aggregated from several different sources, the database includes not just year of birth, but also month and day as well. Marketers targeting the Boomers and Seniors market know that this group has extraordinary purchasing power and one that should not be overlooked in their marketing campaigns. These people have a spending power of over \$2 trillion, twice as much as 18-34 year olds. And they represent the fastest-growing segment of online users.

This file is perfect for insurance companies or organizations that require large universes of exact age. Or for those organizations with a need to know which consumers may be *turning* a certain age in a specific month or time period.

Source

Direct response, online registration/applications, public/proprietary records, offline applications.

Selections

YOB	8.00/M
Month & Year	10.00/M
Month, Day & Year	15.00/M
Gender	5.00/M
Homeowner	10.00/M
Income	5.00/M
Investors	7.50/M
Grandparents	7.50/M
Marital Status	5.00/M
Donors	5.00/M
Pet Owners	5.00/M
Sweeps Interest	5.00/M
Travelers	7.50/M
Veterans	8.00/M

Please inquire for more available selects.

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00
E-mail Fee	50.00

Minimum Order:

Postal: 10,000

Email: \$1,700.00

Payment: Visa and Mastercard accepted.

Pre-payment required for new clients.



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