



# Florida Timeshare Travelers

Segment  
Universe / Base Rate

Count  
1,376,488

Price  
\$85.00/M

Frequent leisure travelers focused on enjoying quality time with their family. This direct response audience represent the upper end of U.S. domestic travelers who travel to Florida for their family vacations. Beaches, theme parks, everglades,golf, tennis, boating, sailing are ALL selectable. Unique to this list is the interest in environmental friendliness.

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LIST TYPE  
Consumer- mail, phone,  
email

SOURCE  
Direct Mail, Telemarketing,  
Direct Tv, Modeled

GEOGRAPHY  
Domestic (US)

Counts through 11/03/2009

#### SELECTS

AGE \$5.00 /M  
Destination Preference  
\$10.00 /M  
ETHNICITY \$20.00 /M  
HOME OWNER \$5.00 /M  
INCOME SELECT \$5.00 /M  
MARITAL STATUS \$5.00 /M  
OCCUPATION \$10.00 /M

MINIMUM ORDER 5,000

FOR MORE  
INFORMATION PLEASE  
CONTACT

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