



# Midwestern Luxury Homeowners

Segment	Count	Price
Universe / Base Rate	1,567,340	\$85.00/M
Networth	1,019,996	\$25.00/M
Financial Investors	141,230	\$25.00/M
Donors	188,307	\$25.00/M
Purchase Amount \$25+	737,535	\$25.00/M

This wealthy segment (Home values exceeding \$350,000) of the Midwest is prime for all affluent offers as due to their high level of discretionary income they are virtually recession proof. This file is mailed monthly and run through NCOA on order by order basis to ensure maximum deliverability to increase your response rates and ROI.

Currently the highest value homeowners in the region, these individuals love affluent offers almost as much as Skiing & Steaks. This file is direct mailed monthly, ensuring deliverability and accuracy. With home values of \$350,000 or more, this audience represents some of the most affluent households in the U.S. All direct mail responsive. These prosperous homeowners are receptive to offers that match their lifestyle: furniture, apparel, interior décor, entertainment, clubs/associations, investments, insurance, technology (wireless, smartphones), cars, music and travel.

Many additional selects not listed please inquire.

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LIST TYPE  
 Consumer- mail, email

SOURCE  
 Direct mail sold

GEOGRAPHY  
 Domestic (US)

Counts through 11/03/2009

SELECTS

\$25+ BUYERS \$25.00 /M  
 AGE RANGE \$10.00 /M  
 ETHNICITY \$25.00 /M  
 GENDER/SEX \$5.00 /M  
 Home Market Value \$15.00 /M  
 INCOME RANGE \$10.00 /M

MINIMUM ORDER 5,000

FOR MORE  
 INFORMATION PLEASE  
 CONTACT

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