



Southeastern Southern Hospitality Luxury Homeowners

Segment	Count	Price
Universe / Base Rate	2,001,655	\$85.00/M
Networth	1,300,973	\$25.00/M
Financial Investors	180,134	\$25.00/M
Donors	240,179	\$25.00/M
Purchase Amount \$25+	940,703	\$25.00/M

Currently the highest value homeowners in the region, these individuals love affluent offers almost as much as Mint Juleps & Magnolias. 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.

OVER 100 DIFFERENT 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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