

BYRUM FLEMING

Mailing List Brokerage and Management

67300B

www.byrumfleming.com

ABSOLUTELY AFFLUENT MALE HOLIDAY MAIL ORDER BUYERS

With the holidays just around the corner, the Absolutely Affluent Male Holiday Mail Order Buyers list is perfect for promoting your gift related products and services. These gentlemen shop and shop well, have incomes of \$100K+, which allows them the luxury to shop with no limit on what they spend. With an average age of 40, and an average purchase of \$50.00, this list will absolutely work well for holiday, catalog, credit card, travel offers, and more. They have purchased items such as Apparel, Gift Cards, Jewelry, Perfume and More. Target absolutely affluent male holiday mail order buyers for your next direct mail, telemarketing or email campaign. Whether marketing to bachelors, boyfriends, husbands or male partners this list is a great place to start. Sourced from direct mail buyers and telephone surveys.

3 Month Hotline - 74,975

6 Month Hotline - 164,944

Total Database - 299,899

Available Selects \$8/M

Apparel	148,302
Books	149,816
Electronics	142,038
Gift Baskets	49,066
Gift Certificates	51,620
Jewelry	66,888
Music	174,521
Perfume	15,681
Toys	6,333
Wine	15,889

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Income Select	\$8/M
Minimum Order	5000	Recency Select (6 mos)	\$15/M	Gender Select	\$8/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Geographic Select	\$8/M
Email	\$50	Telephones	\$35/M	Age Select	\$8/M

Brokers Welcome