

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

96400S

## **AFFLUENT WINE CONNOISSEURS - CELEBRATE THE GOOD LIFE**

Affluent Wine Connoisseurs are gourmet consumers who enjoy the finer things in life and have refined tastes. They travel to visit wineries, read about wine, dine in fine restaurants and collect their favorite vintages. This file consists of individuals who reside in the 200 most exclusive neighborhoods, as published by a major financial magazine, drive automobiles worth over \$50,000 and spend at least \$1000 per month on their credit cards. Sourced from direct response and wine tour responders, their average age is 40, 75% men, 25% women.

### **Total Database - 2,011,304**

Available Selects \$5/M

Wine - Online Buyers	99,924
Wine - Magazine Subscribers	302,377
Wine - Direct Mail Responders	787,555
Wine - West Coast Only: CA, OR, WA	382,010

### **Potential Prospects for this list include:**

- Subscriptions
- Credit Card Offers
- Gourmet Products
- Fine Dining
- Financial Services
- Upscale Gifts
- Travel Offers
- Antiques & Interiors
- Art and Music Lovers

### **Terms and Pricing**

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

*Brokers Welcome*