

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

31400A

BABY BOOMER BIG SPENDERS

These affluent individuals were born between 1946-1964, the Baby Boom generation. Their kids have moved on, and they have retired or are nearing retirement. They are healthier than their parents and richer than their kids with a net worth of \$500K+. They now look forward to a long life of active pursuits, including new business enterprises, travel, golf, second homes, hobbies and adventure. Reach out to these dynamic consumers with your product or service offers for financial/investment, insurance, business opportunities, books, magazines, cruise, travel and more. Choose from the many selects available including geographic area and age to further target your audience. Sourced from direct market response, the individual consumers in the Baby Boomer Big Spenders list are 48% female, 52% male.

Total Database - 295,638

Available Selects \$5/M

Books & Subscriptions	49,444
Golf & Sports	21,431
Health & Fitness	45,334
Investment Savvy	59,476
Second Home Owners	21,434
Socially Active/Volunteers/Donors	22,421
Spiritual Pursuits	40,765
Travel & Vacations	35,333

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
EMail	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome

321 San Anselmo Ave, San Anselmo, CA 94960 • (415) 457-1700 • Fax (415) 459-5162

(800) 850-1711