

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

17100B

## BABY BOOMERS - INVESTORS OVER FIFTY

Baby Boomers are now heading into another life phase. Retirement planning has become a priority. The individual consumers, ages 50+ in this list have come to the realization that they need to revise their retirement plans or come up with one to ensure their financial futures once they stop working. Choose from the many selects available to further target your audience. In addition to revisiting their plans for retirement they are actively seeking products and services to fulfill their changing lifestyles. Whether marketing to conservative investors or risk takers, this list is the smart place to start your next direct mail, telemarketing or email campaign. These prospects will welcome offers pertaining to insurance, health, financial planning, investments and more. Sourced from direct mail and telemarketing response.

### Total Database - 1,854,228

#### Available Selects \$8/M

	<u>Current</u>	<u>Planned</u>
Mutual Funds	421,530	28,787
CD's/Money Market Funds	461,583	122,584
IRA's/401K's/Keoghs	130,452	48,236
Commodities	12,874	3,842
Municipal Bonds	22,483	8,096
Real Estate/Land	102,893	25,963
Stocks	302,427	162,478

#### Terms and Pricing

List Rental	\$85/M	Telephone Numbers	\$35/M	Geographic Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Run Charges	\$15/M
FTP	\$50	Recency (6 Mos)	\$15/M	Rush Charge	\$30
E-Mail	\$50	Recency (12 Mos)	\$10/M	Shipping-2 day	\$15
Key Code	\$15/M	Gender Select	\$8/M	Shipping-Overnite	\$30

*Brokers Welcome*