

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

15500S

BYRUM & FLEMING'S WEEKLY AFFLUENT NEWLY DIVORCED DB

Be the first to market to Byrum & Fleming's Weekly Affluent Newly Divorced Database with 950 new names added weekly. With minimum incomes of \$50K+, these recession proof, highly responsive, recently divorced affluent men and women have made major changes in their lives, and as they transition into their new lives they need to establish new credit, new homes and new home furnishings. Since these changes far more than double their expenses, these highly responsive individuals need to spend much, much more looking for numerous products and services to make their transition comfortable. Select by telephones, credit card users, age, income where available and geography. Sourced from telco and county records as well as online self reported data. Suggested usages are credit card and finance offers, medical and insurance offers, retail, home furnishings and improvement, cell phone and wireless services and more.

Income of \$100,000 Plus:

Weekly Hotline = 950

Total Database = 62,100

Income of \$150,000 Plus:

Weekly Hotline = 500

Total Database = 25,000

Income of \$175,000 Plus:

Weekly Hotline = 400

Total Database = 18,600

Terms and Pricing

List Rental	\$95/M	Recency Select (1 mo)	\$25/M	Divorce Date	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Age/Geo	\$5/M
Telephone Numbers	\$35/M	Recency Select (6 mos)	\$15/M	Income	\$5/M
Recency Select (weekly)	\$30/M	Recency Select (12 mos)	\$10/M	E-Mail	\$50

Brokers Welcome

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