

# BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

15400S

## BYRUM & FLEMING'S WEEKLY AFFLUENT NEWLYWEDS DB

Be the first to market to Byrum & Fleming's Weekly Affluent Newlyweds Database with 1,350 new names added weekly. Since getting married far more than doubles their expenses, these highly responsive affluent newlyweds need to spend much, much more looking for the right products and services to make their new lifestyle comfortable, healthy and happy. With minimum incomes of \$50K+, these recession-proof, highly responsive affluent newlyweds are in the market for many and varied high-end products and services.

Suggested usages are credit card offers, investment and finance offers, medical and insurance offers, high end retail baby products, home improvements/furnishings and more.

Select by telephones, credit card users, age, income where available and geography.

Sourced from telco and county records as well as from online self reported data.

### Income of \$100,000 Plus:

**Weekly Hotline = 1,350**

**Total Database = 127,600**

### Income of \$150,000 Plus:

**Weekly Hotline = 600**

**Total Database = 51,600**

### Income of \$175,000 Plus:

**Weekly Hotline = 500**

**Total Database = 38,100**

#### Terms and Pricing

List Rental	\$95/M	Recency Select (1 mo)	\$25/M	Marriage 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*