

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

16800S

BYRUM & FLEMING'S WEEKLY NEWLY DIVORCED DATABASE

Be the first to market to Byrum & Fleming's Weekly Newly Divorced Database with 1,700 new names added weekly. These highly responsive, recently divorced 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 from 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.

Weekly Hotline = 1,700
Monthly Hotline = 8,000

Total Database - 450,000

Selects Available @ \$5/M

- Occupation
- Homeowner / Renter
- Dwelling Type
- Dwelling Size
- Length of Residence
- Recent Home Buyer
- Home Purchase Amount
- Home Loan Amount
- Loan Type: First, Equity, Refinance
- Home Value
- Net Worth
- Mail Order Buyers
- Presence of Children
- Age of Children
- Credit card holder / card type
- '-Numerous Other Selects of Interest - Please Inquire

Terms and Pricing

List Rental	\$90/M	Recency Select (1 mo)	\$25/M	Keycoding	\$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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