

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

46500A

HIGH INCOME/HIGH EQUITY HOMEOWNERS

For your upscale specific mail order items, this database can provide you with names and addresses of household incomes in excess of \$100,000 and homeowners with home equity in excess of \$250,000. They are frequent buyers of luxury items and interested in hearing how your products can maintain and enrich their lifestyle. Cater to those with an appreciation for products and services that provide convenience and luxury. Mail order distributors of fine apparel and ingenious products and gadgets are of high interest to these responders in addition to fitness, spa and health products. Offers regarding credit cards, financial investment, magazine publications and other general products with a flair for high quality would also be of interest to these responders.

Total Database - 81,950,

Available Selects \$5/M

\$250,000-\$499,999 Equity Available	21,769
\$500,000-\$749,999 Equity Available	44,653
\$750,000-\$999,999 Equity Available	4,763
\$1,000,000+ Equity Available	10,765

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