



Mailing List Brokerage and Management

www.byrumfleming.com

17300S

INDIVIDUALS FACING RETIREMENT - AGE 50-60

The Individuals Facing Retirement - Age 50-60 list consists of individuals who have already taken some measures to plan for their retirement. As they prepare for the next phase in their life, they will require assistance in planning their retirement and in meeting the ever changing demands of their lifestyle choices. Choose from the many selects available including geographic area, age and income to further target your audience. Reach out to them with your product or service that will enhance and improve their personal and professional lives through your next direct mail campaign. Sourced from self-reported direct mail and online surveys, they will welcome offers pertaining to insurance, health, financial planning and investments and more.

Total Database - 1,499,511

Available Selects \$5/M

IRA's	311,261
401K's	299,618
Annuities	419,320
Bonds	410,669
Real Estate/Land	503,116
Stocks	819,211
Insurance - General	1,150,465
Financial Services	709,261
Money-Making Opportunities	411,616

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome