

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

44700V

MILLENNIALS WITH MONEY - OPT IN EMAILS

Millennials are consumers born after 1980 and they epitomize conspicuous consumption of today's consumer products and services. These Millennials with Money are passionate about their lifestyles and interests. They rely on e-catalogs, email, ezines, online newsletters and Facebook to keep abreast of current events, causes and the latest technology. 46% of Millennials report to have 200+ Facebook friends. They ask for opinions and provide feedback on purchases. They are willing to pay a premium on brands that support a cause. Select by age, income, homeowner, marital status, presence of children, credit card users and more to further target your desired email audience. Reach them where they shop on their smart phone, tablet or computer through your email campaign. All are opt-in qualified.

Total Database - 1,138,806

Available Selects - \$5/M

	<u>Opt In Emails</u>
Homeowner	474,142
Luxury Vehicle	189,536
Platinum Credit Card	76,220
Frequent Flyer	217,761
All Four Above Selects Applied	71,699
Income \$50,000-\$74,999	582,233
Income \$75,000-99,999	315,654
Income \$100,000+	239,919

Terms and Pricing

Email Campaign	\$130/M	Age/Gender/Geo Select	\$5/M	Personalization	\$100/F
Minimum Order	10,000	Income/Title/Job Function Select	\$5/M	A/B Split	\$100/F
Minimum Price	\$1,500	Transmission/Blast	\$20/M	Suppression	\$100/F

Brokers Welcome

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