

BYRUM & FLEMING

Mailing List Brokerage and Management
www.byrumfleming.com

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OCCUPATION MASTERFILE

The diversity of occupations today is well represented on the Occupation Masterfile. This comprehensive listing of individuals by occupations includes business owners, executives, white collar, blue collar, health service workers and more. Individuals in the Occupation Masterfile are highly responsive consumers whose purchasing decisions and interest are closely related to their occupation. They are excellent prospects for recruitment, catalogs, newsletters, retail, travel etc. Reach out to these workers and professionals with your product or service that falls in line with their walk of life. Whether marketing to Attorneys, Doctors, Dentists, Architects, Engineers or Managers from any industry this list is the perfect place to start. The counts listed represent a last 6 month recency.

Total Database - 2,872,000

Available Selects \$8/M

Business Owner	58,000
Craftsman/Tradesman	240,000
Executive/Upper Management	94,000
Homemaker	410,000
In-Home Business	15,000
Machine Operator/Laborer	38,000
Middle Management	180,000
Nurse	82,000
Office/Clerical	280,000
Professional	245,000
Retired	570,000
Sales/Marketing	130,000
Teacher/Educator	100,000
Veteran	430,000

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Key Code	\$5/M
Minimum Order	5,000	Recency (3 Mos)	\$20/M	Geo Select	\$5/M
Email	\$50	Recency (6 Mos)	\$15/M	Gender Select	\$5/M
FTP	\$50	Recency (12 Mos)	\$10/M	Income Select	\$5/M

Brokers Welcome

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