

# BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

55000S

## ULTRA AFFLUENT LIVING GREEN ENTHUSIASTS

Byrum & Fleming's Ultra Affluent Living Green Enthusiasts are committed to protecting and preserving the planet. They are making a difference both globally and locally to ensure a healthier and safer environment and have turned to living green to make a positive change. These ultra-wealthy individuals with incomes of \$250K+ remain recession-proof and have the financial wherewithal to make significant contributions to organizations they support. They have invested in products and programs to ensure a sustainable future and are prime prospects for natural and energy saving products, environmental fundraising and memberships, recycling programs, humanitarian causes, historical preservation, political, philanthropic and women's, senior and children's causes. The file is comprised of self reported individuals 100% at home address.

### Monthly Hotline - 12,962

### Total Database - 156,290

Available Selects \$5/M

	<u>\$250K</u>	<u>\$300K</u>
Environmental Issues Donors	40,020	28,642
Natural Food, Organic Gardening and Sustainable Living	64,001	29,811
Energy Conservationists	9,925	6,855
Organic Products	29,745	18,491
Renewable Energy	7,163	3,657
Sustainable Living Program Enthusiast	5,436	3,107

### Additional Selects - \$5/M

Age	Household Income
Ethnic	Length of Residence
Credit Card User	Marital Status
Homeowners	Presence of Children

### 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*