

Young and Rich

Total Universe	2,897,734	\$ 90/ M
Hotline: Mob's	53,862	\$ 95/ M
Internet	21,850	\$ 95/ M
Non Profit/Publishers		\$ 75/ M

Young and Rich... "Why-thank you"--Anything they desire, the most recent gadgets, trendy getaway resorts, riverboat excursions, finest wines, cigars. Their outgoing adventures employ crave attention and are totally the consummate Generation Y. Outgoing extraverts, they are mobile, free of the bags that weigh most of us down. Exploiting the scenes at their favorite dining spots, vacationing and party life, and light-years ahead of the masses. This is a great list for multi-channel campaigns.

This file is recommended for all types of credit offers, travel, food and wine offers, continuity programs, catalogs, periodicals and publishing, newsletters, sports memorabilia, electronics and gadgets, and more.

DEMOGRAPHICS

Wine MOB's:	76,274
Food MOB's:	79,881
Cigar Smokers:	27,163
Resorts for Couples:	18,736
Casino Getaways:	61,249
Singles:	86,698
Magazine Subscribers:	33,561

Ordering Instructions

- 5,000 name minimum order \$0 minimum payment
- Please inquire about net name
- Exchange is not available
- Broker commission 20% on base
- Agency commission 15% on base
- Reuse – Please inquire
- Please inquire about telemarketing
- Cancellation fee at \$10.00/M

Selects:

Income Range	\$ 6/M
State, Zip, SCF	\$ 6/M
Renter/Homeowner	\$ 6/M
Gender	\$ 6/M
Product	\$ 6/M

Key Coding	\$ 2.50/M
A/B Split	\$ 5/M
CD Rom	\$ 35/F
Diskette	\$ 35/F
Email	\$ 35/F
P/S Labels	\$ 10/M

Market:	Consumer
Type:	Postal Mail
Opt-In:	Confirmed Opt-in
Geo:	Domestic (US)
Gender:	50% Female
	50% Male
Income:	\$75,000
Spending:	\$69.95 Average Order

SOURCE: DM SOLD, TRAVEL WEBSITES
DEMOGRAPHICS ARE SELF-REPORTED
NET NAME ARRANGEMENT IS AVAILABLE-
CALL TO DISCUSS. NO EXCHANGES.

Please contact List Manager at sales@offersinthemail.com



38 E Ridgewood Ave #157, Ridgewood, NJ 07450
1-877-MAILIST (624-5478) FAX: 1-877-732-8329

Mailers are responsible for scrubbing against all do not call registries. DMA do not mail lists and either List Manager or List Owner are not responsible for results or mailing content.