



<p><b><u>SEGMENTS</u></b></p> <table border="0"> <tr> <td>11,450,000</td> <td>Total Universe /Universe Rate</td> <td>\$125.00/M</td> </tr> <tr> <td>75,000</td> <td>Monthly Hotline</td> <td>+ \$10.00/M</td> </tr> </table> <p><b><u>DESCRIPTION</u></b></p> <p>These Canadian individuals are at the peak of their life both mentally and financial. With discretionary incomes of all ranges, these consumers travel the world and tend to want or have second homes.</p>	11,450,000	Total Universe /Universe Rate	\$125.00/M	75,000	Monthly Hotline	+ \$10.00/M	<p><b><u>DATE</u></b></p> <table border="0"> <tr> <td>UPDATED</td> <td>03/19/2021</td> </tr> <tr> <td>CONFIRMED</td> <td>05/07/2021</td> </tr> </table> <p><b><u>GENDER</u></b></p> <p>65% MALE 0% FEMALE</p> <p><b><u>SOURCE</u></b></p> <p>Multi Sourced, Compiled lists, Internet/On-Line, Direct response, Lifestyle questionnaire</p> <p><b><u>ADDITIONAL CHARGES</u></b></p> <table border="0"> <tr> <td>New Homeowner</td> <td>\$10.00/M</td> </tr> <tr> <td>HH Income</td> <td>\$5.00/M</td> </tr> <tr> <td>Age Wealth Status Indicator</td> <td>\$3.50/M</td> </tr> <tr> <td>Dwelling Type</td> <td>\$2.50/M</td> </tr> <tr> <td>Number of Adults</td> <td>\$2.50/M</td> </tr> <tr> <td>Number of Children</td> <td>\$2.50/M</td> </tr> <tr> <td>Marital Status</td> <td>\$2.50/M</td> </tr> <tr> <td>Radius Zip/Zip+4+CR Codes</td> <td>\$10.00/M</td> </tr> <tr> <td>Presence of Children</td> <td>\$15.00/M</td> </tr> <tr> <td>Education Level</td> <td>\$5.00/M</td> </tr> <tr> <td>Wealth Status Indicator</td> <td>\$5.00/M</td> </tr> </table> <p><b><u>ADDRESSING</u></b></p> <p><b><u>MINIMUM ORDER</u></b></p> <p>5,000</p> <p><b><u>SPECIAL INSTRUCTIONS</u></b></p> <p>List rental agreement and one sample required.</p> <p><b><u>EXCHANGES</u></b></p> <p>Exchange is not allowed</p> <p><b><u>REUSE</u></b></p> <p>Reuse is not allowed</p> <p><b><u>NET NAME ARRANGEMENTS</u></b></p> <table border="0"> <tr> <td>Net Name is allowed</td> <td>85%</td> </tr> <tr> <td>Min Qty</td> <td>50,000</td> </tr> <tr> <td>Run Charges</td> <td>\$8.00/M</td> </tr> </table>	UPDATED	03/19/2021	CONFIRMED	05/07/2021	New Homeowner	\$10.00/M	HH Income	\$5.00/M	Age Wealth Status Indicator	\$3.50/M	Dwelling Type	\$2.50/M	Number of Adults	\$2.50/M	Number of Children	\$2.50/M	Marital Status	\$2.50/M	Radius Zip/Zip+4+CR Codes	\$10.00/M	Presence of Children	\$15.00/M	Education Level	\$5.00/M	Wealth Status Indicator	\$5.00/M	Net Name is allowed	85%	Min Qty	50,000	Run Charges	\$8.00/M
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