



SEGMENTS

| | | |
|-----------|-------------------------------|-------------|
| 4,300,000 | Total Universe /Universe Rate | \$155.00/M |
| 25,000 | Monthly Hotline | + \$10.00/M |

DESCRIPTION

These United Kingdom (UK) 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.

DATE

| | |
|-----------|------------|
| UPDATED | 03/19/2021 |
| CONFIRMED | 05/07/2021 |

GENDER

65% MALE 0% FEMALE

SOURCE

Internet/On-Line, Compiled lists, Multi Sourced, Lifestyle questionnaire, Direct response

ADDITIONAL CHARGES

| | |
|-----------------------------|-----------|
| 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 |

ADDRESSING

MINIMUM ORDER

5,000

SPECIAL INSTRUCTIONS

List rental agreement and one sample required.

EXCHANGES

Exchange is not allowed

REUSE

Reuse is not allowed

NET NAME ARRANGEMENTS

| | |
|---------------------|----------|
| Net Name is allowed | 85% |
| Min Qty | 50,000 |
| Run Charges | \$8.00/M |

For More information or ordering contact our Sales Representative:

Laura Ellis

254-857-1109

lellis@marketapproach.net