

Mature Horizons

Description

These mature shoppers look for the hidden value as they hunt for bargains. Though retired or semi-retired, they lead very active lifestyles and belong to the largest growing segment of the population with disposable income as well. Responsive to medical/health offers, magazine, sweepstakes, fundraising, travel, insurance, and general merchandise.

List Selections

30,250,100	Mature Individuals Ages 55+
22,800,925	Mature Individuals Age 65+
6,425,000	Married Seniors Age 65+
4,920,620	Single Seniors Age 65+

Names Thru: 12/31/09
Next Update: 4/15/10

List Usage

Frank Cawood
Lortz
Trigon

Pricing & Selections

Base	\$80.00/M
Phones	\$20.00/M
Gender, Income	\$7.00/M
State, SCF, Zip	\$7.00/M
Email	\$75.00/F
Key Coding	\$3.00/M

Contact

FOR COUNTS AND ORDERS:

Fred Litzky x 228
flitzky@databasenetworkk.com

Tel (973) 831-4222
Fax (973) 831-1933

**Prices subject to change without notice
**Prepayment for first-time users