

RETIRED IN AMERICA

117,000 12/09 NEW RETIREES \$85/M
1,287,000 2009 RETIREES \$85/M
1,404,000 2008 RETIREES \$85/M
1,404,000 2007 RETIREES \$85/M
1,404,000 2006 RETIREES \$85/M
TELEMARKETING CHARGE +\$50/M

SUMMARY: THESE MEN AND WOMEN HAVE INDICATED ON A CONSUMER SURVEY THAT THEY ARE RETIRED. TELEPHONE NUMBERS ARE AVAILABLE. THEY ARE A STRONG AUDIENCE FOR INSURANCE, HEALTH, MAGAZINES, FUNDRAISING, INVESTMENTS AND MORE.

DEMOGRAPHICS: 50% FEMALE
50% MALE

SOURCE: 100% DIRECT RESPONSE SURVEY

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

RETIREDM

JANUARY 2010

MATERIAL:
E-MAIL \$60/F

SELECTIONS:
STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000