

**Senior Leisure - Retirees by Lifestyle/Interest**

Comprehensive list of mail-responsive retirees by interests. 30% BROKER COMMISSION!

SEGMENTS		ID NUMBERS
<b>11,066,976</b>	TOTAL UNIVERSE / UNIVERSE RATE	MANAGER
		NEXTMARK ID <b>223666</b>
		MIN ID <b>347573</b>
<b>871,138</b>	Boating	SRDS ID <b>890322-000</b>
<b>1,265,747</b>	Camping/Hiking	
<b>1,220,520</b>	Casino Gambling	MEDIA TYPE
<b>1,853,557</b>	Fishing	Consumer
<b>3,005,451</b>	Golf	
<b>6,198,716</b>	Travel	SOURCE
<b>2,601,918</b>	Grandchildren	Lifestyle questionnaire. Compiled lists
<b>128,039</b>	Tennis	
<b>3,409,302</b>	Hunting	GEOGRAPHY
<b>2,686,593</b>	Military Veteran	United States
<b>7,873,991</b>	Exercise/Health	
<b>779,094</b>	Wine	OPT-IN
<b>3,083,566</b>	Sweepstakes/Contests	
<b>268,813</b>	Skiing	MAINTENANCE
<b>3,134,757</b>	Politics	MARKET ENTRY
<b>2,759,605</b>	Cultural/Arts	NEW TO MANAGER
<b>2,750,360</b>	Collect - Antiques	COUNTS THROUGH <b>05/01/2014</b>
<b>601,755</b>	Collect - Arts	
<b>2,015,406</b>	Collect - Coins	DATA CARD MAINTENANCE
<b>2,015,406</b>	Collect - Sports Memorabilia	NEW TO SYSTEM <b>12/26/2007</b>
<b>1,059,008</b>	Collect - Stamps	LAST UPDATE <b>09/10/2014</b>
<b>8,972,911</b>	Cooking	NEXT UPDATE <b>08/01/2014</b>
<b>6,931,670</b>	Crafts	UPDATE FREQUENCY <b>Quarterly</b>
<b>1,049,202</b>	Environmental Issues	
<b>8,112,934</b>	Gardening	
<b>4,072,377</b>	Pet Owner	
<b>371,916</b>	3 mo Hotline	
<b>669,744</b>	6 mo Hotline	

**DESCRIPTION**

After a lifetime of working, this consumer group can finally fill their hours partaking in their favorite activities. These retired individuals have a variety of interests and have plenty of time to enjoy their hobbies. Since they're still active, they want to occupy their time with the lifestyles they might not have been able to enjoy before and have no problem spending the money to do so. This list of 100% Mail Responders is comprised of perfect candidates for travel opportunities as well as any products or services related to their interests such as: boating, camping, casino gambling, tennis, travel, wine, hunting, and skiing, among others. Also, excellent prospects for insurance and investment offers. The first lifestyle select is included in the base price.

**PROFILE**

SELECTS	AVERAGE INCOME
1st LIFESTYLE SELECT	VALUE <b>0</b>
2nd LIFESTYLE SELECT	
3 MONTH HOTLINE	MINIMUM ORDER
3rd LIFESTYLE SELECT	MINIMUM QUANTITY <b>3,000</b>
4+ LIFESTYLE SELECTS	MINIMUM PRICE <b>\$250</b>
6 MONTH HOTLINE	
AGE	COMMISSIONS
ETHNICITY	BROKER 30%
GENDER/SEX	AGENCY 15%
GEO SELECT	
Home Value	NET NAME ARRANGEMENTS
INCOME SELECT	NET NAME IS ALLOWED
MARITAL STATUS	FLOOR <b>85</b>
MONTHLY HOTLINE	MINIMUM QUANTITY <b>25,000</b>
Net Worth	RUN CHARGES <b>\$10/M</b>

**MANAGER**

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EXCHANGES
EXCHANGE IS NOT ALLOWED
REUSE
REUSE IS ALLOWED
MINIMUM QUANTITY <b>0</b>
RUN CHARGE <b>\$0/M</b>

GENDER	
MALE	50%
FEMALE	50%

CANCELLATION	
CHARGES	\$0/M

KEY CODING	
<b>KEY CODING IS AVAILABLE</b>	
CHARGES	\$3/M

ADDRESSING	
EMAIL	\$50/F
FTP	\$75/F

**SPECIAL INSTRUCTIONS**

**CONTACTS**

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