

Active & Retired Military

2,785,394
185,693

TOTAL UNIVERSE / BASE RATE \$80.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

The individuals on the Active & Retired Military file have indicated that they are currently serving or have retired from service in one of the branches of the U.S. Armed Services. Reach these patriotic and brave men and women either at their email or their postal address for fundraising, military memorabilia, books and videos as well as for credit cards, investments, travel and more.

Source:

Online & Offline Direct Response, Self-Reported and Transactional Data

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

SELECTS

Active Military	\$10.00/M
Age	\$6.00/M
Conservative Donors	\$7.50/M
Credit Card Holders	\$10.00/M
Donors	\$7.50/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Length of Residence	\$5.00/M
Liberal Donors	\$7.50/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
Presence of Children	\$5.00/M
Religion	\$5.00/M
Retired Military	\$10.00/M
State, Zip, SCF	\$5.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

20% Female
80% Male

Active Military:

Average Age: 30
Median Household Income: \$60,000

Retired Military:

Average Age: 65
Median Household Income: \$75,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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