

# Affluent African American Homeowners

2,463,821  
148,563

TOTAL UNIVERSE / BASE RATE \$75.00/M  
Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



## Description:

Over 38% of African American households have incomes of \$50,000 or more. Those living in suburban areas tend to be more educated and identify themselves as working professionals. In general, Affluent African American Homeowners have more disposable income than those living in the metropolitan areas. They are eager to pursue "the good life," often spending on quality clothing, cars and other luxury goods. Target these Affluent African American Homeowners for premium credit cards, financial and insurance offers as well as for subscriptions, continuity clubs and travel offers.

## Source:

Census Data and First Name African American Ethnicity Tables overlayed with Mail Order Buyer, Self-Reported, Transactional and Demographic 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

Age	\$6.00/M
Bankcard Holders	\$10.00/M
Donors	\$7.50/M
Gender	\$6.00/M
Income	\$6.00/M
Investors By Type	\$7.50/M
Length of Residence	\$5.00/M
MOB by Category	\$10.00/M
Presence of Children	\$5.00/M
Presence of Mortgage	\$10.00/M
State, Zip, SCF	\$5.00/M
Travelers	\$7.50/M

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

55% Female  
44% Male  
Median Age: 48  
Median Household Income: \$56,000

## ADDRESSING

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



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