

# Feeling Lucky Planning to Buy Insurance

8,135,264 TOTAL UNIVERSE / BASE RATE \$85.00/M  
533,612 Monthly Hotline +\$10.00/M  
Emails +\$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

These individuals are highly responsive to all types of insurance offers. The consumers on the Feeling Lucky Planning to Buy Insurance file have responded to a direct mail survey and in return have received discounts, coupons and an entry into a sweepstakes drawing. These surveys asked specific questions as to their future buying intentions, including their insurance needs as well as demographic and lifestyle inquiries. Feeling Lucky Planning to Buy Insurance is a must test for any type of insurance offers as well as for health services.

### Types of Insurance: Universe:

Auto Insurance	3,084,186
Burial Insurance	1,740,731
Healthcare Plan	696,382
Juvenile Life	685,657
Life Insurance	3,691,373
Medicare	1,070,348
Prescription Drug Plan	858,247

## SELECTS

Age	\$6.00/M
Credit Card Holders	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M

## Source:

### Direct Mail Survey Info/Self-Reported

## 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.

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

55% Female  
45% Male  
Median Age: 51  
Median Household Income: \$41,000

## ADDRESSING

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



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