

FocusOn Life's Milestones

19,143,795
1,529,975

TOTAL UNIVERSE / BASE RATE \$95.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

Milestones – the significant events or stages in one's life - trigger a measurable change in a consumer's normal buying behavior. The consumers on FocusOn Life's Milestones have just had or are about to have a life event such as a milestone birthday, a wedding, or a new addition to the family as well as other life events such as graduating college or buying a first home. With each life event comes the need and want for consumers to spend. FocusOn Life's Milestones offers the perfect opportunity to reach consumers at the right time – before, during, or after their life event. Select any of the following events from FocusOn Life's Milestones Categories:

Continuing Education & Degree Seekers

Expecting Grandparents

Expecting Parents

First Time Credit Card Holders

First Time Drivers

First Time Homeowners

Job Seekers

Just Built a New House

Just Married

Looking to Switch Health Insurance Providers

Milestone Birthdays

New Births/Newborns

New Homeowners

Newly Engaged

Planning to Buy a Boat/RV/Motorcycle

Planning to Buy a Car

Planning to Move

Planning to Retire

Recent College Grads

Recent High School Grads

Recent Retirees

Recently Divorced

Renewal Dates for Auto Insurance

Renewal Dates for Homeowners Insurance

Unemployed

SELECTS

Age \$6.00/M
Bankcard Holders \$10.00/M
CSI (Credit Score Index) \$15.00/M
Gender \$6.00/M
Homeowner \$5.00/M
Income \$6.00/M
Spendability \$10.00/M
State, Zip, SCF \$5.00/M

Source:

Self-Reported, Public Records, Demographics, Online 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.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000

Email: 20,000

ADDRESSING

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



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