

Marital Status Changes

1,100,155
77,928

TOTAL UNIVERSE / BASE RATE \$85.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



postal

email

Description:

The men and women on the Marital Status Changes file have recently divorced. This life change and transition often brings the need for many things like a new place to live, home furnishings, and new bank accounts. Being newly single presents the opportunity of a fresh start so the individuals on the Marital Status Changes file are likely to be interested in and ready to spend for things such as self-improvement, health & fitness, travel and more.

Source:

Direct Response

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
Children by Age	\$7.50/M
Dating Site Members	\$7.50/M
Gender	\$6.00/M
Homeowner/Renter	\$5.00/M
Income	\$6.00/M
Mail Order Buyers	\$7.50/M
Newly Married	\$7.50/M
Occupation	\$10.00/M
Online Shoppers	\$10.00/M
Presence of Children	\$5.00/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

48% Female
50% Male
Median Age: 42
Median Household Income: \$46,000

ADDRESSING

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



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