

# Rural Living Today

14,603,928  
1,034,444

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline  
Emails

\$75.00/M  
+ \$10.00/M  
+ \$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

The Rural Living Today file delivers country dwellers, some who have lived there all their lives and others who have left city living behind but still commute to their high-paying jobs. These consumers enjoy the non-metro "simple" life and peaceful private settings on their expansive properties whether they live in wooded retreats or overlook green plush lawns and pastures. However, they still want products and services such as computers, trendy cars & trucks, best-selling books, records, CD's, magazines, hi-tech electronic gadgets and high speed Internet, that enhance their lives. They have money to spend and not many places to spend it. Many make frequent trips to town to shop, attend church, go to school, to dine out or to purchase high quality merchandise, get a bank loan, invest their money, get insurance or to buy cars and appliances. Some retirees and affluent families have acquired country homes to escape the big city and enjoy a slower pace and quieter way of life.

## Source:

County to Federal information, public records and 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.

## SELECTS

Age	\$6.00/M
Bankcard Holders	\$10.00/M
Boating/Sailing	\$7.50/M
Book/Magazine Buyers	\$7.50/M
Camping/Hiking	\$7.50/M
Catalog Shoppers	\$10.00/M
Credit Cards - Regular	\$10.00/M
Credit Cards - Premium	\$10.00/M
(CSI) Credit Score Index	\$15.00/M
Donors	\$7.50/M
Gender	\$6.00/M
Health & Fitness	\$7.50/M
Homeowner	\$5.00/M
Hunting/Fishing	\$7.50/M
Income	\$6.00/M
Intend to Buy a Car	\$10.00/M
Intend to Buy a Computer	\$10.00/M
Intend to Buy a Home	\$10.00/M
Investors by Type	\$7.50/M
MOB by Category	\$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

45% Female  
55% Male  
Median Age: 50  
Median Household Income: \$65,000

## ADDRESSING

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



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