

Subprime Boomers

4,953,020
325,569

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

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

LIST TYPE

Consumer



Description:

These Subprime Boomers, aged 52-70, with low to lower middle incomes tend to juggle their finances to make ends meet. Whether due to bankruptcy, late payments, foreclosure or little to no credit history, the individuals on the Subprime Boomers file are not likely to have any health insurance or bankcards, although they may have retail and gas cards. These people make excellent candidates for various credit card offers ranging from secured cards to affinity cards and those that offer discounts, rewards or rebates, insurance, value and discount shopping opportunities as well as for sweepstakes offers and more. This file is GLB compliant.

Source:

MOB, Self-Reported, Lifestyle 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.

SELECTS

Age	\$6.00/M
Finance Loan Holders	\$10.00/M
Gender	\$6.00/M
New Movers	\$15.00/M
Presence of Children	\$5.00/M
State, Zip, SCF	\$5.00/M
Sweepstakes Entrants	\$7.50/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

60% Female
40% Male
Median Age: 53
Median Household Income: \$33,000

ADDRESSING

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



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