

Affluent Retirees The Next Chapter

Postal Universe	2,187,384	\$85/M
Monthly Hotline	117,456	+\$10/M
Email Universe	726,111	\$155/M

Email Price Includes HTML Setup, Transmission, Testing, & Reporting

Affluent Retirees The Next Chapter from AWI are senior citizens and active retirees with a net worth in excess of \$750,000. This audience has invested, and reinvested, in stocks, bonds, mutual funds, and real estate.

These are excellent prospects for fundraisers, travel, financial services, investment opportunities, and mail order purchases, these Affluent Retirees are perfect for multi-channel offers! Counts updated monthly, published quarterly. Please inquire about usage.

AWI is your multi-channel solutions partner! AWI is your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly and published quarterly. Please inquire about usage.

Visit us at andrewswharton.com for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED

4/1/2021
Counts updated monthly, published quarterly.

SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$5/M
Age	\$10/M
Credit Score	\$10/M
Gender/Sex	\$10/M
Income	\$10/M
Run Charge	\$10/M
Phone Number	\$25/M
A/B Split	\$350/F
Opt-out Suppression	\$350/F

ADDRESSING

EMAIL/FTP	\$50/F
HTML Setup, Transmission, Testing, Reporting	N/C

MINIMUM ORDER QUANTITY

Postal Universe	10,000
Email Universe	30,000

NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

REUSE AVAILABLE

Minimum Reuse Order 5,000

TRACKING CODE ID

NextMark ID	260411
SRDS ID	949482-0

*Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required.
Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs.
Email orders cancelled after creative testing subject to \$150 cancellation fee per order.*