

Mailers Advantage 2BY6 Buyers Only

Postal Universe	1,255,372	\$90/M
Monthly Hotline	91,529	+\$10/M

Mailers Advantage 2BY6 Buyers Only from AWI gives you purchasing potential! These are highly-qualified buyers who have bought a variety of products and services via the mail, internet and traditional retail stores. Reach a new source of consumers that have purchased multiple products and are looking to receive qualified offers. They are actively responding to travel offers, health & beauty products, insurance offers, financial, catalogs and especially those items uniquely targeted to their market.

AWI brings you Mailers Advantage 2BY6 Buyers Only who are responsive buyers to all types of direct mail offers. This file is a must for all catalogers and retailers. Selectable by age and income Target recent buyers in whatever market segment you choose!

To further refine the target audience, add the following selections:

- Age
- Homeowner
- Income
- Presence of Children
- Length of Residence
- Gender/Sex
- Geo/Geography
- Ethnic/Ethnicity

Be first in the mailbox with AWI! Counts are updated monthly and published quarterly. Please inquire about usage.

Are you looking for a 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.

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
Gender/Sex	\$5/M
Age	\$10/M
Income	\$10/M
Ethnic/Ethnicity	\$10/M
Homeowner	\$10/M
Length of Residence	\$10/M
Presence of Child	\$10/M
Phone Number	\$35/M

ADDRESSING

EMAIL/FTP \$50/F

MINIMUM ORDER QUANTITY

Postal Universe 15,000

NET NAME AVAILABLE

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

REUSE AVAILABLE

Minimum Reuse Order 7,500

ADDITIONAL INFORMATION

% Female 57%

% Male 41%

Average Income \$44000

TRACKING CODE ID

NextMark ID	308274
SRDS ID	935070-0

*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.*