

Senior & Still Working

Postal Universe	1,132,312	\$85/M
Monthly Hotline	87,025	+\$10/M

Senior & Still Working from AWI delivers you the ever-growing population of working class seniors continues to work, supporting themselves and, in many cases, an extended family. They put off their retirement years as they are still paying mortgages and medical expenses, and may be primary support for children and, in certain instances, grandchildren.

AWI brings you the Senior & Still Working database chock-full of individuals who have the experience to recognize and respond to value offers that provide real savings. These individuals are excellent prospects for insurance, health, financial services, publishing, home services, travel, and catalog type offers. Add demographic selects to further refine and target the universe. Be first in the mailbox with AWI!

AWI is your multi-channel solutions partner, 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 or weekly 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		ADDRESSING	
4/1/2021 <i>Counts updated monthly, published quarterly.</i>		EMAIL/FTP	\$50/F
SELECTS		MINIMUM ORDER QUANTITY	
Monthly Hotline	\$10/M	Postal Universe	12,000
Geo/Geographical	\$5/M	NET NAME AVAILABLE	
Gender/Sex	\$8/M	85% on orders ≥ 50000	\$10/M Run Charge
Age	\$8/M	REUSE AVAILABLE	
Income	\$10/M	Minimum Reuse Order	6,000
Ethnic/Ethnicity	\$10/M	TRACKING CODE ID	
Phone Number	\$45/M	NextMark ID	305949
		SRDS ID	933828-0

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.