

Senior Tele-Verified List

Postal Universe	817,427	\$95/M
Monthly Hotline	103,318	+\$10/M

Senior Tele-Verified List from AWI are individuals age 55+, who maintain active daily lives, have discretionary dollars, and are looking for ways to spend. They are enjoying years, relishing their new empty nest, and clearly neither over the hill nor out of the marketplace.

AWI brings you the Senior Tele-Verified List chock-full of active seniors who can't wait to respond to travel offers, health products, insurance offers, sweepstakes, catalogs and especially those items uniquely targeted to their market. Add in selects to further segment your target market!

Buyers

- Female Apparel Buyers 138,000
- Apparel Buyers 195,196
- Active Travel Buyers 204,753
- Sports & Leisure Buyers 196,842

Seniors

- African American Seniors 180,050
- Hispanic American Seniors 90,831

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	\$5/M	85% on orders ≥ 50000	\$10/M Run Charge
Age	\$10/M	REUSE AVAILABLE	
Income	\$10/M	Minimum Reuse Order	6,000
Ailment	\$15/M	TRACKING CODE ID	
Phone Number	\$35/M	NextMark ID	307098
		SRDS ID	933989-0

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.

