

# Take Me Away Travelers Email

Email Universe

1,107,379

\$155/M

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

Take Me Away Travelers Email from AWI is a responsive universe of well-educated, highly responsive consumers who are a perfect fit for all travel related offers! These jet-setters enjoy visiting new destinations on the sunny beaches, cruising the islands, hitting a round of golf, or skiing the slopes. With an average income over \$70,000 this is the perfect audience for you!

AWI brings you the Take Me Away Travelers Email database with 100% opt-in to receive third-party offers via email. This responsive universe is a must test for all offers related to vacations, travel clubs or travel publications, credit cards, real estate, casinos, golf resorts/clubs, seniors, memberships, investment opportunities, upscale catalog offers, theme parks, fundraising, and many more!! Whether it's flying for business or pleasure, domestic or international, these frequent flyer program travelers take to the skies and use the internet and direct mail offers to get the best deals.

AWI is your one-stop shop to be first in the Inbox with your offer! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly and published quarterly.

Are you looking for a multi-channel solutions partner? AWI is all you need to be first in the mailbox and the Inbox! Please inquire about usage.

Visit us at [andrewswharton.com](http://andrewswharton.com) for all your marketing needs!

To place an order or for more information please email us at [becertain@andrewswharton.com](mailto:becertain@andrewswharton.com).

## LAST UPDATED

4/1/2021

*Counts updated monthly, published quarterly.*

## SELECTS

Geo/Geographical	\$5/M
Gender/Sex	\$10/M
Age	\$10/M
Household Income	\$10/M
Ethnic/Ethnicity	\$10/M
A/B Split	\$350/F
Opt-out Suppression	\$350/F

## ADDRESSING

HTML Setup, Transmission, Testing, Reporting N/C

## MINIMUM ORDER QUANTITY

Email Universe 25,000

## ADDITIONAL INFORMATION

% Female	55%
% Male	43%
Average Income	\$72000

## TRACKING CODE ID

NextMark ID 284356

SRDS ID 923263-0

*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.*