

Seniors Plus - Rural America

The rural market in the US has been sought out by the mail order industry ever since Montgomery Ward began mailing its catalog to this market more than 100 years ago. The retail limitation resulting from the rural region as well mobility challenges presented by their age makes rural seniors potentially a loyal market of mail order buyers.

The Seniors Plus- Rural America list extends the direct marketing spectrum to include the lucrative market of seniors in rural America. We built this unique database from a multitude of both public and proprietary sources in order to ensure that only the most responsive prospects will receive your solicitation.

This list reaches excellent candidates for all kinds of mail order buying opportunities, including membership clubs, all catalogs, retail and bank card offers, travel and entertainment, investments, insurance and more!

29,758 Rural Seniors	2007	\$85
Phones:		\$200

Date: October 2007

Source: Compiled

Gender:

Format (Flat):

E-mail: \$50.00

CD/MAG Tape: \$25.00

Net Arrangement:

Net: %

Quantity:

Run Charge:

Selections (/M):

Select	Price
Gender	\$5.00
State/SCF/ZIP	\$5.00
Income	\$10.00
Age	\$10.00
Credit Card	\$10.00
Mail Order Buyer	\$10.00
Home Owner	\$0.00

Continuation and Test Usage:

● For usage contact orly@cmlists.com

Terms and Conditions:

Stated prices are for one time use only. Multiple and unlimited use agreements are available. Net name arrangements are available on large orders for many lists. Commissions are paid to recognized brokers and advertising agencies. Payment in full is required within 30 days of invoice. Cancellations must be in writing and are subject to running charges and/or a cancellation fee. Orders cancelled after the mail date on purchase order will be charged full price.

We believe the information concerning this list to be accurate but do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.



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