

## AMERICA'S HIGH SOCIETY

206,603 AFFLUENT AMERICANS \$75.00/M  
 30,991 EMAIL ADDRESSES \$150.00/M

GENDER:  
 CAN SELECT

THIS FILE CONTAINS THE WEALTHIEST OF PEOPLE IN AMERICA WITH THE MOST PURCHASING POWER. THEY TRAVEL TO FOREIGN COUNTRIES AND TO THE MOST EXOTIC AND LUXURIOUS RESORTS AND DESTINATIONS. THEIR SOCIAL CIRCLE IS THE UPPER CLASS OF WAGE EARNERS CONSISTING OF UPPER MANAGEMENT, BUSINESS OWNERS, AND POLITICAL LEADERS OF WHITE COLLAR AMERICA.

ADDRESSING:  
 SEE SELECTIONS

KEYING: \$2.00/M

WITH A MINIMUM INCOME OF \$250,000, THESE WELL-TO-DO "BLUE-BLOODS" INVEST IN STOCKS, MUTUAL FUNDS, AND READ NEWS, FINANCIAL MAGAZINES AND BOOKS TO HELP THEM FURTHER INCREASE THEIR NET WORTH.

MINIMUM ORDER:  
 5,000

SAMPLE REQUIRED

THEY PURCHASE AND COLLECT ART, ANTIQUES, AND FURNISH THEIR HOMES WITH THE ABSOLUTE BEST AND MOST TREASURED OF ITEMS. THEY ALSO CARRY THE HIGHEST AVAILABLE CREDIT LINES AND ARE THE TARGET FOR HIGH END CREDIT CARD OFFERS.

UPDATED MONTHLY

SELECTIONS AVAILABLE AT \$15/M:

INTEREST IN FOREIGN TRAVEL  
 INTEREST IN DOMESTIC TRAVEL  
 PLATINUM CREDIT CARD HOLDER  
 INVEST IN MUTUAL FUNDS AND ANNUITIES  
 INVESTOR  
 SUBSCRIBES TO NEWS/FINANCIAL PUBLICATIONS  
 CALL FOR OTHER DEMOGRAPHICS AVAILABLE.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.  
 ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT RESPONSE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
ZIP TAPE SET UP FEE	\$50.00
CD ROM, CARTRIDGE	\$50.00
ELECTRONIC MEDIA	\$50.00

\*\* USAGE \*\*

MUSEUM/FINE ARTS, HOUSTON

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