

AMERICA'S HIGH SOCIETY

226,853 AFFLUENT AMERICANS \$75.00/M

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.

GENDER:

CAN SELECT

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

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.

SAMPLE REQUIRED

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

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