

CARSON TRAVEL BUYERS

49,879	12 MONTH BUYERS	\$75.00/M
32,421	6 MONTH HOTLINE	ADD \$10.00/M
	3 MONTH HOTLINE	ADD \$15.00/M
	1 MONTH HOTLINE	ADD \$20.00/M
	EMAIL ADDRESSES - INQUIRE	

CARSON TRAVEL BUYERS PURCHASE TRAVEL PACKAGES AND DISCOUNT COUPON BOOKS TO MAJOR RECREATIONAL DESTINATIONS NATIONWIDE. TRAVEL DESTINATIONS INCLUDE MAJOR AMUSEMENT AND THEME PARKS AS WELL AS COASTAL, MOUNTAIN AND DESERT ATTRACTIONS.

GENDER: 65% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

DEMOGRAPHIC OVERLAY SUGGESTS AN AVERAGE INCOME OF \$50,000 AND AN AVERAGE AGE RANGE OF 45-65. MOST HAVE CREDIT CARDS AND PURCHASE BY MAIL.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

MANY REQUIRE LUGGAGE, TRAVEL ACCESSORIES, INSURANCE, AIRLINE DISCOUNT PACKAGES AND TRAVEL DESTINATION MAGAZINES.

SAMPLE REQUIRED

UPDATED MONTHLY

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 MAIL, INTERNET RESPONDERS

SELECTIONS:	STATE, SCF, ZIP	\$6.00/M
	PHONE NUMBERS	\$30.00/M
	CREDIT CARD	\$10.00/M
	AGE/INCOME	\$10.00/M
	DEMOGRAPHICS	\$10.00/M
	ELECTRONIC DELIVERY	\$50.00

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