

CREME' DE LA CREME' TRAVELERS

1,627,811	DOMESTIC TRAVELERS		\$85.00/M	UNIT OF SALE:
1,040,139	FOREIGN TRAVELERS		\$85.00/M	N/A
1,021,862	CRUISE TRAVELERS		\$85.00/M	
1,375,588	BUSINESS TRAVELERS		\$85.00/M	GENDER: 75% MALE
	6 MONTH HOTLINE	ADD	\$5.00/M	CAN SELECT
	3 MONTH HOTLINE	ADD	\$10.00/M	
	1 MONTH HOTLINE	ADD	\$15.00/M	
	EMAIL ADDRESSES	INQUIRE		

THESE UPSCALE CONSUMERS HAVE A HIGH PASSION FOR LUXURY TRAVEL AND SEEK FUN IN THE SUN AND ADVENTURE. MOST TRAVEL BY PLANE TO THEIR DESTINATIONS, RENT CARS AND EVEN CLIMB ABOARD A TRAIN. MANY OWN TIME SHARES AND PURCHASE TRAVELERS CHECKS FOR SAFE TRAVEL. MANY HAVE WEEKEND AND SUMMER HOMES AND THEY ARE LIKELY TO ENJOY SNOW SKIING, WATER SKIING, PARASAILING, SNORKELING, SCUBA DIVING, HORSEBACK RIDING, CAMPING AND HIKING ALONG WITH MANY OTHER EXTRAVAGANZAS.

ADDRESSING:
SEE SELECTIONS
KEYING: \$2.00/M
MINIMUM ORDER:
10,000
SAMPLE REQUIRED
UPDATED MONTHLY

THESE HIGH-END TRAVEL PROSPECTS CAN SPEND THEIR CONSIDERABLE INCOME ON A WIDE VARIETY OF APPAREL, GEAR AND SUPPLIES FOR THOSE TRIPS AWAY FROM HOME. THE AGE RANGE OF THESE TRAVELERS IS 30-75 AND THEIR INCOME BREAKS DOWN AS FOLLOWS:

\$50K - \$75K = 8%
\$75K - \$100K = 21%
\$100K - \$150K = 37%
\$150K - \$200K = 16%
OVER \$200K = 18%

ADDITIONAL LIFESTYLE AND TYPE OF TRAVEL SELECTIONS:
TRAVELED A FOREIGN TRIP DURING (2 MONTH INCREMENTS)
SPENT \$3000+ ON LAST FOREIGN TRIP
SPENT \$1500 - \$2999 ON LAST FOREIGN TRIP
SPENT LESS THAN \$1500 ON LAST FOREIGN TRIP
FOREIGN TRAVELERS BY TRANSPORTATION TYPE
TRAVELED TO FOREIGN COUNTRY
CRUISE VACATION
FOREIGN TRAVELERS BY BOAT/SHIP
CRUISE VACATIONS DESTINATIONS
CRUISE SHIP LINES (BY NAME)
DOMESTIC BUSINESS TRIP
DOMESTIC VACATION/PERSONAL TRIP
3 OR MORE FOREIGN ROUND TRIPS
DOMESTIC TRAVEL BY TRANSPORTATION TYPE
DESTINATIONS IN LAST 3 YEARS
DESTINATIONS IN LAST YEAR
AIRLINES USED (BY NAME)
3 OR MORE DOMESTIC BUSINESS TRIPS
3 OR MORE DOMESTIC PERSONAL TRIPS
CURRENTLY IN A FREQUENT GUEST PROGRAM-DOMESTIC HOTEL
STAY 10 OR MORE NIGHTS FOR BUSINESS
STAY AT HOTEL/MOTEL (BY NAME)

(CONTINUED ON NEXT PAGE)

CREME' DE LA CREME' TRAVELERS (CONT'D)

3 OR MORE DOMESTIC BUSINESS TRIPS
3 OR MORE DOMESTIC PERSONAL TRIPS
CURRENTLY IN A FREQUENT GUEST PROGRAM-DOMESTIC HOTEL
STAY 10 OR MORE NIGHTS FOR BUSINESS
STAY AT HOTEL/MOTEL (BY NAME)
PURCHASE TRAVELERS CHECKS
PURCHASE \$1000+ TRAVELERS CHECKS
PURCHASE \$450-\$999 TRAVELERS CHECKS
HAVE VALID PASSPORT
HAVE TRAVEL OR ENTERTAINMENT CREDIT CARD
USE TRAVEL/ENTERTAINMENT CARD IN LAST 30 DAYS
READ TRAVEL PUBLICATIONS
ORDER CAMPING/HUNTING EQPT. THROUGH MAIL/PHONE
ORDER TRAVEL INFORMATION THROUGH MAIL/PHONE
RENT TRANSPORTATION
BELONG TO PRIORITY/PRIVATE CAR RENTAL CLUB
VISIT A GAMBLING CASINO
PARTICIPATE IN SPORTS
ATTEND ENTERTAINMENT ESTABLISHMENTS
VISIT THEME PARK
STAY AT SKI RESORT
STAY AT HEALTH OR SPA RESORT
OWN VACATION/WEEKEND HOME
GO TO THE BEACH/LAKE
CHARTER PLANE FOR FOREIGN TRAVEL

THIS LIST HAS BEEN CREATED BY ANALYZING CONSUMERS THAT REPORT TRAVEL AND TRAVEL RELATED BEHAVIORS IN SIMMON'S NATIONAL CONSUMER RESEARCH DATA AND IDENTIFYING NATIONAL CONSUMER HOUSEHOLDS WITH THE HIGHEST SIMILARITY AND TRAVEL ENTHUSIAST BEHAVIORIAL PREFERENCES - BASED ON STATISTICAL MODELS DEVELOPED BY RUF STRATEGIC SOLUTIONS AND ADDITIONAL EXTERNAL DATA INCLUDING EXPERIAN INSOURCE DEMOGRAPHICS.

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: DEVELOPED BY RUF STRATEGIC SOLUTIONS IN COOPERATION WITH EXPERIAN.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
LIFESTYLE DEMOGRAPHICS	\$10.00/M
TYPE OF TRAVEL	\$10.00/M
GENDER	\$6.00/M
INCOME	\$10.00/M
AGE	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

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