

OUT & ABOUT TRAVELERS

8,158,826	DOMESTIC TRAVELER	\$70.00/M	
1,002,479	FOREIGN TRAVELER	\$70.00/M	GENDER:
549,022	CRUISE ENTHUSIASTS	\$70.00/M	CAN SELECT
2,403,968	DOMESTIC BUSINESS TRAVEL	\$70.00/M	
152,376	FOREIGN BUSINESS TRAVEL	\$70.00/M	ADDRESSING:
2,614,431	TRAVEL CREDIT CARD HOLDER	\$70.00/M	SEE SELECTIONS
	6 MONTH HOTLINE	ADD \$5.00/M	
	3 MONTH HOTLINE	ADD \$10.00/M	
	1 MONTH HOTLINE	ADD \$15.00/M	
	EMAIL ADDRESSES	INQUIRE	

THESE TRAVELERS ARE INTERESTED IN ALL TYPES OF TRAVEL DESTINATIONS. THEY SEEK INFORMATION ON OUR NATIONAL AND STATE PARKS, AS WELL AS INFORMATION ON THEME PARKS AND HISTORICAL ATTRACTIONS ABROAD. THEY PURCHASE LUGGAGE, TRAVEL INSURANCE, SEARCH THE INTERNET FOR TRAVEL DISCOUNTS, AND MANY ENROLL IN FREQUENT FLYER AND OTHER TRAVEL PROGRAMS.

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THE BUSINESS TRAVELERS VISIT OUR NATIONS LARGEST CITIES AS WELL AS LARGE INTERNATIONAL CITIES. THEY OFTEN RETURN TO THESE DESTINATIONS TO FURTHER ENJOY THE AREA ATTRACTIONS WITH THEIR FAMILY.

UPDATED MONTHLY

WITH THEIR UPPER INCOME, THEY ENJOY THE NATURAL AND MAN MADE WONDERS OF THE WORLD THROUGH BOTH DOMESTIC AND FOREIGN TRAVEL WHETHER IT BE BY AIR, CRUISE TRAVEL OR LAND EXCURSIONS.

ADDITIONAL TRAVEL SELECTIONS AVAILABLE AT \$15/M:

HAVE TRAVELLED TO CANADA	FREQUENT FLYER
HAVE TAKEN CASINO VACATION	TRAVEL BY RV
HAVE TAKEN TIME SHARE VACATION	
TRAVEL CREDIT CARD HOLDER	

ALL HOUSEHOLD DEMOGRAPHIC SELECTIONS ARE AVAILABLE AT \$10/M. PLEASE INQUIRE FOR SPECIFIC SELECTIONS.

THIS FILE IS A MULTI-SOURCED AND DATA-ENRICHED FILE OF TRANSACTION AND RESPONSE DRIVEN ELEMENTS FROM DATA SOURCES THAT INCORPORATE MAIL ORDER RESPONSE, CREDIT, GEOGRAPHIC, GOVERNMENT, SUBSCRIPTION AND SURVEY RESPONSES.

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
GENDER	\$6.00/M
HOUSEHOLD DEMOGRAPHICS	\$10.00/M
LIFESTYLE DEMOGRAPHICS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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