

**SWIMMING POOL OWNERS**

478,369	12 MO. HOMEOWNERS WITH POOLS	\$70.00/M
370,824	12 MONTH MOB'S	ADD \$15.00/M
	6 MONTH HOTLINE	ADD \$10.00/M
	3 MONTH HOTLINE	ADD \$15.00/M
	1 MONTH HOTLINE	ADD \$20.00/M
	EMAIL ADDRESSES	INQUIRE

GENDER:  
CAN SELECT

THESE CONSUMERS ARE 100% HOMEOWNERS WITH SWIMMING POOLS. POOLS ARE A HIGH-MAINTENANCE LUXURY ITEM REQUIRING CONSTANT CARE AND MAINTENANCE.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$3.00/M

THESE UPSCALE FAMILIES PURCHASE HUNDREDS OF DOLLARS WORTH OF POOL ACCESSORIES SUCH AS CHEMICALS, POOL TOYS AND GAMES, SHRUBS AND LANDSCAPE PRODUCTS AS WELL AS DECK AND PATIO ACCESSORIES.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THIS FILE HAS BEEN OVERLAYED WITH DEMOGRAPHIC AND LIFESTYLE DATA AS WELL AS DWELLING AND PROPERTY CHARACTERISTICS. INQUIRE FOR ADDITIONAL SELECTIONS NOT LISTED.

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: MORTGAGE DATA, ASSESSOR INFO, SURVEY DATA, MAIL ORDER BUYERS.

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
MARITAL STATUS	\$10.00/M
AGE OR INCOME	\$10.00/M
CHILDREN	\$15.00/M
LENGTH OF RESIDENCE	\$10.00/M
AGE OF HOME	\$15.00/M
MORTGAGE DATA	\$15.00/M
TELEPHONE NUMBERS	\$30.00/M
MAIL ORDER BUYERS	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

CONTACT LIST MANAGER EMAIL: [scott@midwestdm.com](mailto:scott@midwestdm.com)