

# *Listopedia Consortium* Seniors Ages 55+

<b>4,626,124</b>	<b>Total Universe/Base Rate</b>	<b>\$120/M</b>
	<b>Email</b>	<b>\$120/M</b>
	<b>Postal</b>	<b>\$120/M</b>

Reach Seniors Ages 55+ who are actively using the computer and have opted-in to request information on various consumer offers.

These Seniors are highly responsive to both email and postal offers.

This file is selectable by age, gender, home owner, household income, income, lifestyle interest, mail order buyer and marital status.

Recommended Usage: Test this file for apparel, estate planning, subscriptions, senior living, retirement villages, travel and more.

---

**Special Instructions:**

*Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.*

<b>MAG List Code</b>	<b>TLC028</b>
<b>Minimum Order</b>	<b>10,000</b>
<b>List Type</b>	<b>Consumer</b>
<b>Opt-In</b>	<b>Confirmed Opt-In</b>
<b>Source</b>	<b>Internet/On-Line</b>

**SELECTS**

Age	No Charge
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Mail Order Buyers	No Charge
Marital Status	No Charge
Monthly Hotline	No Charge
Online Buyers	No Charge

**ADDRESSING**

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

**Sample Mailing Piece Required**

---

**Manager**

Fran Cohen  
fran@mag4lists.com  
P-631-264-3802  
F-631-264-3806

---

**Marketing Advisory Group, Inc.**

*"Your Direct Marketing Boutique"*

120 Broadway, Suite A, Amityville, NY 11701  
Phone 631-264-3802 ♦ Fax-631-264-3806 ♦ www.mag4lists.com