Listopedia Consortium

Seniors with an Active Lifestyle

5,987,206	**Total Universe/Base Rate**	**$120/M**
	Email	**$120/M**
	Postal	**$120/M**

The Seniors with an Active Lifestyle file are individuals who are actively using the computer and have opted-in to request information on various consumer offers.

These Seniors enjoy a healthy and active lifestyle.

Lifestyle Interests Include:

Arts & Entertainment	Business Opportunities
Computers & Technology	Dining
Education	Finance & Investment
Food & Wine	Golf
Health & Fitness	Home Improvement
Investments	Magazines
Music	Pets
Reading	Sports
Travel	

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

Recommended Usage: Test this file for gifts, investment opportunities, subscriptions, health & fitness, vitamins, 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.

MAG List Code	**TLC034**
Minimum Order	**10,000**
List Type	**Consumer**
Opt-In	**Confirmed Opt-In**
Source	**Internet/On-Line**

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
Marital Status	No Charge
Monthly Hotline	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
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