

NEW LIST

**AFFLUENT AMERICA
3.9 Million Records
1.2 Million Email Addresses**



This is the most comprehensive database of America's top wealth. These are millionaires, multi-millionaires and billionaires and their wealthiest neighbors.

These are the most acquisitive consumers in the U.S. They have excess spending power and desire the finest upscale products and services.

Select by age, gender, income, mail order buyer by category, net worth, dwelling type and more.

Male 2.9 million Female 858,000

CASS certified and NCOA processed quarterly.

Telephones are available. (add \$25/M)

Cell phones are available – Please inquire.

Zip +4 appended for 100% of file.

Minimum order 5,000 records.

The Dunhill Affluent America file represents the top 5% of American families. The total count is over 100% greater than any other wealthy file and is viewed as the most complete database of its kind.

These are the "cream of the crop" . . . wealthy investors, directors and top executives of major corporations, estate owners, yacht owners, new airplane owners, celebrities, highest income tax shelter buyers, sportsmen, foundation heads, important professionals, senior credit worthy families, wealthy widows, wealthy retirees, bond block owners and more . . . all at their home address.

List Source:

This database is developed from a myriad of information including consumer credit files, tax assessor records, product warranty registrations, questionnaire data, value of airplane or yacht, investor data, census information, etc.

These sources are matched and merged to create a comprehensive record with complete demographics and psychographics.

ORDER 1-800-DUNHILL (386-4455) FAX 561-998-7880 sales@dunhills.com

OVER FOR MORE SELECTIONS➤

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Over 75 Years in the Mailing List Business

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EST. 1938

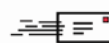
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By Mail
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By Phone
(561) 998-7800
M-F 9:00am-6:00pm

\$90/M one time use
\$180/M unlimited use
Add
\$100/M email addresses
(\$500.00 Minimum)

Material

E-mail/FTP \$65/F
P/S Labels \$30/M

Broadcasting Service:

\$50/M Deployment
\$375.00 minimum
\$150.00 set up fee
\$100.00 Suppression
Creative Design - Inquire

Selection:

Age \$5/M
Dwelling Type \$5/M
Gender \$5/M
Income \$10/M
Mail Order \$5/M
Net Worth \$10/M
State/SCF/Zip \$5/M
Telephone \$25/M
Title Slug \$5/M

Commission

20% to recognized brokers

Cancellation Policy

All orders cancelled before the mail date will incur a \$50 flat cancellation fee, along with \$10/M running charges plus shipping. Full charges will apply to all orders cancelled after mail date.

48-hour delivery add \$100.00

M=per thousand names



Prices Subject to Change

MAJOR CREDIT CARDS ACCEPTED

Your Source for Effective Mailing and Telemarketing Lists Since 1938... Your Source Today

Mail Order Buyer 3.1 million

Select by Income: (add \$10/M)

\$135,000–\$149,999	1,535,166	\$190,000–\$199,999	103,039
\$150,000–\$159,999	347,746	\$200,000–\$224,999	174,625
\$160,000–\$169,999	452,653	\$225,000–\$149,999	282,579
\$170,000–\$179,999	161,438	\$250,000 Plus	469,419
\$180,000–\$189,999	296,643		

STATE COUNTS

AK	4,492	ID	8,236	MT	4,176	RI	10,688
AL	38,354	IL	154,637	NC	86,847	SC	40,914
AR	13274	IN	30,729	ND	2,013	SD	2,875
AZ	88510	KS	14,900	NE	12,918	TN	55,345
CA	677,354	KY	22,338	NH	9,605	TX	286,671
CO	84,178	LA	32,492	NJ	182,506	UT	19,676
CT	76,136	MA	114,979	NM	13,462	VA	112,308
DC	20589	MD	117,172	NV	25,989	VT	3,212
DE	12637	ME	5,828	NY	291,339	WA	78,160
FL	384,182	MI	88,174	OH	117,146	WI	36,763
GA	111,133	MN	53,372	OK	23,418	WV	6,358
HI	13,776	MO	48,080	OR	45,177	WY	2,097
IA	15081	MS	10,740	PA	112,272		

Suggested usage:

These sophisticated and affluent millionaires are prime prospects for investments, luxury travel, real estate, cultural offers, philanthropic appeals, art, fundraising, financial advisory services, insurance, collectibles, magazines and high end items and catalogs.

Related Lists Available from Dunhill International:

- Philanthropists
- Contributors by type
- Wealthy Sportsmen
- Investors by Type
- Corporate Directors
- Affluent Women
- Airplane Owners
- Yacht Owners
- Doctors/Lawyers
- Wealthy Retirees

USAGE

Morgan Stanley	First USA Bank	Rodale Press
Delphi Funds	H. Stern Jewelers	United Way
Catholic Diocese of Baton Rouge	Horizon Press	Woman's Federation World Peace
Fairleigh Dickinson University	Micro Center	Niche Media
First Tennessee Bank	Oppenheimer	Four Seasons
Unique Items	Hour Media	US Emerald

Dunhill International's broad range of services includes Mailing, Telemarketing and Email Lists, Digital Display Advertising, Email Address Appending, Telephone and Cell Phone Appending, Reverse Appending, List Hygiene, List Brokerage and Consultation plus Printing.