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Accredited and/or Millionaires Database

TOTAL FILE: 5,244,842

BASE PRICE: \$80/CPM

Total Email: 3,988,216

Total Phone: 3,116,744

The "Bold Media Millionaire Database" is comprised of individuals who have a net worth of \$1,000,000+. These individuals are CEO, CFO, COO and upper management in their respective field. This database comprises both the public and private business sector. They all have investment portfolios and reinvested in one of the following areas: stocks, bonds, commodities, mutual funds, and real estate. Additional information has been appended to make this a responsive, revenue-generating list. All are mail order buyers and donors. These liquid investors have proven to be extremely productive when given the right situation.

Matching email for 65% of postal

Whales are \$1 to \$5 million liquid net worth

SELECTIONS:

3 Month Hotline:	\$10/M
Geography:	\$5/M
Investment Type:	\$5/M
Income:	\$5/M
Net Worth:	\$5/M
Age:	\$5/M
Gender:	\$5/M
Martial Status:	\$5/M
Mail Order Buyer:	\$5/M
Magazine Subscriber:	\$5/M
Computer Owner:	\$5/M
Donor:	\$5/M
Ethnicity:	\$5/M
Religion:	\$5/M
Book Buyer:	\$5/M
Homeowner:	\$5/M
Length of Residence:	\$5/M
Presence of Children:	\$5/M
Age of Child Present:	\$5/M
Telephones:	\$25/M

CANCELLATION POLICY:

Orders Cancelled after original mail date require payment in full. Orders cancelled prior to original mail date are subject to \$50/List, \$10/M running charge, format charges and shipping costs.

UPDATE CYCLE:

NCOA and ECOA quarterly, new names added daily.