



Senior Citizen Consumer Database

TOTAL RECORDS: 11,000,000

BASE PRICE: Ask Your Rep Today!

With over 11 million senior citizen consumers available from Cobalt Media, our clients are sure to find a vast number of recipients ready to receive their message. Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. By utilizing Cobalt Media's many demographic selection options, finding the perfect prospect has never been easier.

Our **Senior Citizen Consumers** list is comprised of those senior citizens who have filled out an array of direct mail surveys within the last twelve months. Almost 35% of all senior citizens that we have on file reported an **interest in holistic and alternative medications**. These senior citizen respondents are perfect candidates for vitamin offers, new pharmaceutical medications coming onto the market, wheel chairs, mobile transportation/assistance, and in home aids.

Consumer Buying Selects:

- Apparel
- Computers
- Sporting equipment
- Housekeeping/Kitchen/Décor
- Pet supplies
- Books & Music
- Crafts/Sewing material
- Gourmet/Food & Wine
- Magazines
- Photography
- Automobiles
- Electronics
- Health/Fitness
- Outdoor/Gardening
- Stamps/Coins
- Children's Items
- Entertainment
- High Ticket Merchandise
- Outdoor/Recreation
- Sports Cards/Collectibles

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Consumer Selects:

- Home Owners
- Age/Date of Birth
- Gender
- Special Hobbies
- Telephone Numbers
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pet
- Investors
- Household Income
- Martial Status
- Ethnicity
- 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
- 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

UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.