



Wealthy Americans Database

TOTAL RECORDS: 1,220,691 **BASE PRICE:** Ask Your Rep Today!
EMAIL RECORDS: Contact for Universe Today!

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With 813,000 records in our Wealthy Americans Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Wealthy Americans Database is comprised of those who have earned \$250,000 or more for three consecutive years. These affluent consumers typically hold CEO, COO, CFO and upper management positions in their respected fields. These Wealthy Americans have opted-in to receive consumer offers and investment opportunities. Our Wealthy Americans Database is the list for you If you are looking to target consumers with offers on automobiles, real estate, furniture, boats, vacations, time shares, apparel, fashion, books, magazines, and much more.

This Wealthy Americans Database will give you access to generous individuals who are responsive to opportunities to contribute and help improve the lives of others. These individuals are good to target for donor opportunities such as environmental, health, political, religious and other causes. Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

Demographic Selections:

- 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 (Dog/Cat)
- Investors
- Household Income
- Martial Status
- Ethnicity
- Net Worth

Additional Consumer Selects:

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

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.