Marigold Technologies

TJ Downey

Empty Nesters by Marigold

Marigold's Empty Nesters file connects you with consumers whose children have "flown the coop" and are entering a new life stage focused on travel, home improvement, and personal interests.

SEGMENTS

4,067,341	TOTAL UNIVERSE / UNIVERSE RATE	$80/M

ID NUMBERS

MANAGER	
NEXTMARK ID	**621436**
MIN ID	**621436**
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Direct response, Multi Sourced, Compiled lists

GEOGRAPHY

United States

OPT-IN

DATA CARD MAINTENANCE

LAST UPDATE	**1st of the Month**
NEXT UPDATE	**1st of Next Month**
UPDATE FREQUENCY	**Monthly**

DESCRIPTION

Marigold's Empty Nesters file reaches a financially stable and lifestyle-driven audience of Empty Nester - households whose children have left home. This segment represents consumers entering a new life stage with increased discretionary income, greater flexibility, and a renewed focus on personal interests, travel, home improvement, and financial planning. Leverage this targeted audience of Empty Nesters now to drive measurable response and maximize ROI for your next campaign!

PROFILE

SELECTS

AGE	$5/M
AGE OF CHILDREN	$5/M
DATE OF BIRTH	$5/M
GEO	$5/M
HOTLINE	$5/M
ETHNICITY	$5/M
GENDER/SEX	$5/M
HOME OWNER	$5/M
INCOME SELECT	$5/M
LIFESTYLE SELECT	$5/M
MARITAL STATUS	$5/M
PHONE NUMBER	$5/M

MANAGER

Marigold Technologies
http://www.marigoldtech.com

GENDER

MALE	**0%**
FEMALE	**0%**

AVERAGE INCOME

VALUE	**0**

MINIMUM ORDER

MINIMUM QUANTITY	**0**
MINIMUM PRICE	**$500**

COMMISSIONS

BROKER	20%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED

FLOOR	**0**
MINIMUM QUANTITY	**0**
RUN CHARGES	$0/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

PLEASE INQUIRE

CANCELLATION

CHARGES	$50/F

KEY CODING

KEY CODING IS AVAILABLE

CHARGES	$10/M

ADDRESSING

FTP	$50/F
3 X 5 CARDS	$20/M
CARTRIDGE	$50/F
CD ROM	$50/F
CHESHIRE LABELS	$20/M
EMAIL	$50/F
MAG TAPE	$50/F
P/S LABELS	$20/M

SPECIAL INSTRUCTIONS

Senior Mail Order Buyers

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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