



MARQUIS Who'sWho®

Reach the most accomplished people in America

MARQUIS WHO'S WHO AT DOMESTIC EMAIL ADDRESS

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File updated daily!

130,746	Responders & Buyers	\$200/M
92,456	12 Month Responders & Buyers	+ \$10/M
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Reach Marquis Who's Who professionals at their e-mail address. Publisher of the *original Who's Who in America* since 1899, Marquis Who's Who is widely regarded as the premier source of biographical data. Profiling the lives and outstanding accomplishments of leaders in business and finance, politics, law, medicine and healthcare, science and engineering, and much more, Marquis Who's Who is the most comprehensive and pre-eminent record of noteworthy and successful people from every significant field of endeavor.

These accomplished and prominent individuals – who range from senior level executives and decision-makers, to self-employed entrepreneurs and affluent retirees – have an average household income of \$130K and often 30 years of accomplishments. Common interests include traveling frequently for business and pleasure, donating to charitable causes, active investing, interest in cultural activities and the arts, entertaining, and leisure activities.

This dynamic and continuously updated list of direct mail responsive active participants (regularly respond to mailings by updating their biographical information and/or purchasing products with an average sale price of \$250) is ideal for a wide range of offers including fundraising, personal finance, business publications and services, consumer publications, general merchandise, apparel, travel, and much more.

Average Age 58
 Average Household Income \$130,000
 Graduated College 90%

USAGE

36 Months

LAST UPDATED

File Updated Daily

MINIMUM ORDER

5,000

UNIT OF SALE

\$250

GENDER

63% Male

MEDIA

E-mail

SELECTIONS/CHARGES INCLUDE

State	\$.10/M
SCF	\$.10/M
Zip	\$.10/M
Gender	\$.10/M
Baby Boomers	\$.15/M
Decade of Birth	\$.15/M
Marital Status	\$.15/M
Presence of Children	\$.15/M
Occupation	\$.10/M
Interest	\$.15/M
Political	\$.15/M
Religion	\$.15/M

Deployment fee	\$.120/M
HTML	\$.50 flat
2 Email testsN/C
Each additional retest	\$.50 flat

Prices shown for one time use only.
 Sample mailing piece required.



MARQUIS Who'sWho®

OCCUPATION

Advertising/Marketing	1,337
Biotechnology and Pharm.	2,918
Community, Social Services	2,617
Consulting Services	1,816
Education	42,425
Engineering	6,970
Executives	7,339
Financial Services	3,379
Government	2,294
Healthcare/Health Services	6,695
Healthcare/Medicine	15,093
Information Technology	2,479
Legal	25,719
Liberal Arts	6,485
Literary Arts	3,223
Manufacturing and Production	1,758
Media/Communications	4,047
Performing Arts	8,523
Religion	1,877
Science	17,460
Social Science	7,463
Utilities/Energy	1,500
Visual Arts	4,833

POLITICAL

Democrat	11,848
Republican	10,332
Independent	992
Other	108,566

INTEREST

Cooking	2,404
Bicycling	2,501
Fishing	2,606
Gardening	5,923
Golf	6,244
Hiking	4,493
Music	5,050
Photography	4,750
Reading	14,536
Skiing	4,332
Swimming	3,858
Tennis	4,985
Travel	14,735
Writing	3,659

RELIGION

Catholic	10,002
Episcopalian	3,589
Methodist	3,409
Jewish	3,612
Presbyterian	2,922
Baptist	2,617
Lutheran	2,034
Other	102,561

All orders are approved on a reciprocal rental. Please also inquire about Marquis Who's Who at home and business address lists, international lists, and our new Baby Boomers list.

Cancelled orders subject to a \$250 flat cancellation fee plus any applicable production charges. List file is CAN SPAM compliant. Tracking available upon request. Transmission 24 hours after test approval. All transmissions must be completed through Marquis Who's Who.

**TO PLACE AN ORDER, CONTACT BRIAN LACY
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