

**Pre-Retirees by Exact Age**

W. S. Ponton, Inc.  
5149 Butler St.  
Pittsburgh, PA 15201-2606

Phone: 800-628-7806 Fax: 412-782-1109  
E-mail: info@wsponton.com  
Web: www.wsponton.com  
Attention: Marianne Rabinowitz or Joe Marchese

**Source:** Financial planning institutions, investment questionnaires, telemarketing, direct mail, seminar attendees, space ads, insurance questionnaires, subscriptions and proprietary sources

**Counts:** 2,018,746

**Cost:** \$125/M (\$150/M with phone numbers); min. order 5,000

**Selects:** Age, gender, state, SCF, ZIP, phone numbers (extra charge), Nth select

**Formats:** 4-up Cheshire, PS labels, mag tapes, 3.5" diskette, galley listing, e-mail delivery

**Notes:** Ask for list #0135A; 500 free records on first minimum order of 5,000

**Preferred Up-Scale Travelers**

W. S. Ponton, Inc.  
5149 Butler St.  
Pittsburgh, PA 15201-2606

Phone: 800-628-7806 Fax: 412-782-1109  
E-mail: info@wsponton.com  
Web: www.wsponton.com  
Attention: Marianne Rabinowitz or Joe Marchese

**Source:** Compiled from questionnaires, travel agencies, airlines, hotels and resorts, subscriptions, travel clubs, card decks, membership rosters, cruise lines and proprietary sources.

**Counts:** 382,703

**Cost:** \$105/M (\$125/M with phone numbers); min. order 5,000

**Selects:** Age, gender, state, SCF, ZIP, phone numbers (extra charge), Nth select

**Formats:** 4-up Cheshire, PS labels, mag tapes, 3.5" diskette, galley listing, e-mail delivery

**Notes:** Ask for list #044A; 500 free records on first minimum order

**Primedia 65+ Subscribers**

Direct Media List Management Group  
P.O. Box 4565, 200 Pemberwick Road  
Greenwich, CT 06831-4273

Phone: 203-532-1000 Fax: 203-531-1452  
Web: www.directmedia.com  
Attention: Maureen Luciano, List Manager

**Source:** Subscription list for Primedia's mature readers

**Counts:** 752,463 age 65+

**Cost:** \$95/M min. order 10,000

**Selects:** State, SCF, ZIP, gender, source, children's age, adult exact age, income, interest, lifestyle select, religious, ethnic

**Formats:** PS labels, cartridge, e-mail, keying

**Notes:** Telemarketing offers will not be approved.

**Retirees**

PCS Mailing List Co.  
39 Cross St.  
Peabody, MA 01960-1628

Phone: 800-532-5478 or 978-532-7100

Fax: 978-532-9181

E-mail: info@pcslist.com

Web: www.pcslist.com

Attention: Liz Crowfoot

**Source:** Compiled from database of mail-responsive individuals who have identified their lifestyles in nationwide sweepstakes survey, or online surveys

**Counts:** 1,508,820

**Cost:** \$75/M; min. order 5,000 names

**Selects:** Federal ex-employees (178,000), ex-military (89,661), females (876,000), males (950,000), gender, ethnicity

**Formats:** Cheshire, PS labels, diskette, e-mail delivery

**Notes:** Ask for "PCS Lifestyle Response Index."