

## Travel Product Buyers 650,000 Last 12 Month Buyers 474,800 with E-mail Addresses

**Description:** Target known travel buyers who have purchased both travel products and travel subscriptions. Whether traveling for business or pleasure, traveling alone or with friends and family, these jet setters get around and love to do so in style! Be the first to let these traveling fanatics know about latest hot new vacation destinations and resorts. Or, help make sure these globe trotters arrive from their travels looking their best. From travel needs, such as luggage, to reservations and travel packages, these buyers love a finding a great travel deal. Reach these buyers through direct mail, e-mail marketing, and/or telephone. Monthly hotline available.



**Selections include:** Age, Income, Lifestyle Interest, Gender, Recency, Frequency, Dollar Amount, and E-mail Address

**Ideal prospects for:** Travel Magazines and Subscriptions, Travel Sites, Specialty Catalogs, and Retail Offers

**BASE (includes all selects) \$80/M**

### MATERIAL CHARGES

**E-mail \$50/F**

### ADDITIONAL SELECTION CHARGES

**SCF \$5/M**  
**State \$5/M**  
**Zip Code \$5/M**  
**Run Charges \$8/M**  
**E-mail Address \$85/M**  
**Deployment \$10/M**

**Minimum Postal Order: 5,000**

**Minimum E-mail Order: 20,000**

**Net Name Policy: Please Inquire**

**Rental Price is for one time usage**

**Update Schedule: June 2010**

**For all inquiries, counts and orders please contact:**

**Marketing Department  
solutions@datalinedata.com**