

1TM Baby Boomer Consumer Multi-Channel Marketing Database

One of the most comprehensive targeting tools to reach the lucrative Baby Boomer market

34,776,407	EMAIL	\$65.00/M
	SMS- CALL FOR COUNTS & PRICING	
	POSTAL- CALL FOR COUNTS & PRICING	

This file is updated monthly.

Options Media's Industry-leading 1TM Baby Boomer Consumer Multi-Channel Marketing Database is a compiled database of motivated online Baby Boomers. It is sourced from our vast network of permission-based websites and is updated monthly. Our subscribers have specifically requested to receive promotions and offers on specific areas of interest.

We get your message to the right audience!

Targeted campaigns are the key to successful online results. Our lists are enhanced with all the key demographics and lifestyle selects to get your offer to the most responsive Baby Boomers.

Options Media's 1TM Database offers 700 different data selections. Please inquire about our full range of available targeting criteria including:

- Baby Boomer Parents/Parents of College-aged
- Baby Boomer Homeowners & Mortgage holders
- Baby Boomer Investors
- Baby Boomer Travelers
- Baby Boomer Mail Order Buyers
- Baby Boomer Credit Card Holders
- Baby Boomer Donors
- Baby Boomers with Sports Interests
- Baby Boomers with Music Interests
- Baby Boomers who Read
- Baby Boomers by Income
- Baby boomers by Ailments or RX Prescription
- Baby Boomers' Home with Senior Occupant

Options Media and its subsidiary, 1Touch Marketing, offer precision digital and direct marketing solutions including email marketing, sms/mobile marketing, and lead generation.

Pricing Information

\$65/M Email

Minimum order \$1000.00

30, 60 and 90-day Hotlines are available please inquire for quote.

Postal and sms: Call for Pricing

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Available selects include:

Hhld Credit	\$10/M
Hhld Income	\$10/M
Interest & Lifestyle	\$10/M
Age	\$10/M
Ethnicity/Race	\$10/M
Language Preference	\$10/M
Marital Status	\$10/M
Presence Children	\$10/M
Presence of Senior	\$10/M
Own/Rent	\$10/M
Education Level	\$10/M
Geo Location	\$10/M

Broadcasting and tracking reports are included in CPM price.

Hosting \$50Flat

Standard Broker Commission 20%

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