

# BABY BOOMERS

GREAT VALUE • HIGH PERFORMANCE, COMPETITIVE RATES



## THE LIST

This list's managers feature click response to online advertisement in 38 proprietary responder categories. Use this file for postal/email/telephone rental appends and expect a marked increase in responsiveness, or simply augment existing house files.

## KEY FACTS

- 31,504,103 Total Universe
- 31,504,103 Postal
- 28,616,122 Email
- 28,490,783 Cookies
- Last Update: July 2018