



The Senior Source is the #1 Resource for Reaching your Mature Market



**42 Million Unduplicated Senior Households
Senior Mailing & Telemarketing Lists**

Boomers, Active Adults and Seniors

Leading companies make the most of their direct marketing dollars with our mailing lists!



The Senior Source is your one-stop shop for market-specific demographic data, geared toward the expanding segment of Mature Adults. We specialize in providing senior mailing & telemarketing lists for insurance, finance, healthcare, travel, home improvement, mortgage, and other senior targeted industries. Whether you are targeting seniors who own their own homes or condos, the perfect reverse mortgage prospects, or individuals who

may need information on independent living services in their area, we're sure to have the information that you're looking for.

Senior Mailing & Telemarketing Lists

CELEBRATING OUR 20TH YEAR IN THE SENIOR MARKETING BUSINESS!

For more than 20 years we have specialized in direct mail & telemarketing lists geared to reaching Boomers, Active Adults and Seniors. Our data has helped thousand of companies reach the prospects they need to improve their bottom line.

The Senior Source's national database is unique because it consists of over 42 million bona-fide households over 50, whose assets, income, and willingness to spend make them excellent prospects for a host of offers.



Get some “R & R” with The Senior Source’s Mature Market Mailing and Telemarketing Lists

Reliability is guaranteed with our mailing and telemarketing prospect lists. You can count on us to help deliver new customers on a regular basis. With a deliverability guarantee of 95% you can feel confident that your offer is going to reach the intended audience with success.

Responsive Marketing is our approach to providing quality lists proven to increase your ROI. Get access to over 42 Million Unduplicated Senior Households and over 10 million phone numbers that have all been enhanced with specific demographics. Our lists allow you to pinpoint your very best prospects.

Consumers over 50 are the fastest growing population segment in the U.S. today!

The Perfect Fit

At Senior Source List our philosophy in database marketing is no “one-size fits all” solution.

We understand every business is different and your unique needs vary. By using our many demographic selects that are available, we’re able to customize a list that will be tailored to your exact needs.



More Customized Selections than any other company...

The following are just a few examples of the demographic selects that our lists provide:

Selects:

- Head-of-household
- Presence of spouse (age, gender)
- Dwelling type
- Household Income
- Home value
- Exact Age
- Date of Birth
- Charitable Donors
- Medicare and Medicaid Interests
- Net Worth / Income Producing Assets
- Length of Residence
- Marital Status
- Credit Cards
- Reverse Mortgage
- Travelers
- Homeowners
- Gender
- Mail Order Buyers
- Craft & Sewing Enthusiasts
- Sweepstakes Responders
- Telephone numbers *Note: All Federal, State and DMA Do Not Call names are suppressed from our files monthly! A SAN # is required for any list with telephone #s.

***Ask about Ethnic Surnames, Net Worth indicators, Investment or Lifestyle preferences**

A few companies who have found success with our lists...



More than just senior lists, we're now your One-stop Shop

Our recent acquisition by Amerilist, Inc. brings even more benefits to the table than any other company in the Senior Market today. We now offer full services capabilities that include design, printing, lettershop services, data processing and email marketing. Let us take your program from concept to completion.

For more information contact your sales representative

1.800.882.9930

