

# In Market Final Expense Responders

Average Monthly Hotline	84,200	\$110/M
Total File	1,020,540	\$110/M

## Overview

These individuals actively sought more information on life insurance, final expense insurance, Medicare Supplement, and Medicare Advantage products and services. They engaged by completing forms or surveys expressing interest in final expense and insurance-related offers, including discounted health insurance, final expense, and Medicare Advantage and Supplement policies.

This thorough opt-in process ensures heightened responsiveness among these records for low-cost health insurance, final expense plans, as well as Medicare Supplement and Advantage plans. Moreover, they exhibit favorable responsiveness to continuity programs, insurance offerings, merchandise catalogs with stored credit options, and various health-related services.

On average, these individuals are 56 years old with an average income of \$41,500. They are prime candidates for Medicare Advantage and Supplement plans, final expense coverage, health insurance, medical services, catalog credit offers, magazine subscriptions, life insurance policies, secured and subprime credit opportunities, Internet services, legal and financial services, home equity loans, and money-making opportunities.

## Source

Online  
Direct Response

## Gender

43% Males  
55% Females

## Minimum Order

5,000 records

## Format

Email	\$75/F
FTP	\$75/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$8/M run charge

## Selections

Geo	\$10/M
Gender	\$10/M
Age	\$10/M
Demographics	\$10/M



Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.