

Newsmax Survival Preparedness Email News Alerts



InfoMat, Inc.

Integrity, honesty and great customer service

Description:

Newsmax Survival Preparedness E-Alert Subscribers are opt-in email subscribers. These Americans and preppers who are actively preparing for emergencies, disasters and an uncertain future.

These subscribers are interested in off-the-grid living, survival preparation, food storage, emergency weather preparation for hurricanes and tornadoes, plans for earthquakes and other natural disasters, civil defense programs, home shelters, terrorism response, backup electrical systems and electric generators, self-protection including guns and ammo, identity fraud, emergency medical and other preparations. These readers are concerned about economic crisis, the weakness of the dollar and are seeking to protect their wealth with hard money investments, gold, silver, diamonds, bitcoin and other precious metals and antique coins.

The many subscribers of this list have purchased products associated with survival. They follow the political and economic climate closely and events that potentially could disrupt day to day living conditions and the American way of life.

The majority of readers are conservative, want less government, and are keenly aware of terrorism and world events.

These subscribers take a proactive approach to being prepared for infrastructure outages, effects of natural disasters and domestic and foreign threats.

For more information contact List Manager at:
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Segments		
60,000	Total Universe	\$44.00/M

ORDERING INSTRUCTIONS

- 60,000 Name Minimum Order \$0.00 Minimum Price
- Net Name is not allowed
- Exchange is not available
- Broker Commission 15% on base
- Agency Commission 15% on base
- Reuse is not available

Gender:	47% Female 53% Male
Type:	Email
Geo:	USA
List Source	Opt-In email

Key Demographics:

- 98% 45 years and older
- 84% college attended, educated or higher
- 88% homeowners
- 81% ordered via the internet in the past 12 months

Commission/Fees

20% commission to brokers.
25% if cancelled within 3 days of run date
Pre-payment required for all new customers.

Maintenance:	Quarterly
Updated	12/17