

Audience Description

ALC's Wealth Window™ opens a portal to affluent individuals with exceptional taste for the finest life has to offer and the discretionary income to experience it all.

Unlike other sources that rely on demographics, Wealth Window Top 1% identifies wealth through positions, possessions and proclivities – individual attributes that signify true affluence and the means to spend lavishly. Wealth Window Top 1% presents the perfect high net worth audience for luxury brands, travel, fundraising, real estate and financial services.

Data Sources

- ALC Wealth Window Database
- LexisNexis
- Yacht & Aircraft Registrations
- Association/Club Memberships
- Purchase Histories

Sample Data Attributes

- Net Worth
- Corporate Affiliations
- Home Ownership
- Nonprofit Support
- Political Party Affiliation
- Family Status
- Life Events
- Demographics
- Automobile Ownership

Wealth Window Digital Universe

20,872,000 Total Audience

Wealth Window High Net Worth Consumers

10,723,000 Net Worth \$500,000 +
 7,836,000 Net Worth \$1,000,000 +
 4,355,000 Net Worth \$2,000,000 +
 1,502,000 Net Worth \$5,000,000 +

Wealth Window Luxury Home Owners

9,386,000 Total Luxury Home Owners
 5,595,000 Home Value \$500,000 +
 2,405,000 Home Value \$750,000 +
 1,172,000 Home Value \$1,000,000 +

Wealth Window Accredited Investors

10,505,000 Total Accredited Investors
 8,700,000 High Net Worth Investors
 2,082,000 Estate Planning Investors

Wealth Window Social Media Influencers

1,768,000 Wealthy Social Media Influencers

Wealth Window Luxury Auto Owners

1,998,000 Luxury Automobile Owners
 1,465,000 Multiple Luxury Automobile Owners

Wealth Window Donors

5,868,000 Total Wealthy Donors
 2,683,000 Donors to Heath Causes
 6,164,000 Donors to Environmental Causes
 1,819,000 Donors to Political Causes
 709,000 Donors to Religious Causes

Wealth Window Luxury Travelers

4,421,000 Total Wealthy Travelers
 1,340,000 Cruise Travelers
 4,236,000 Domestic Travelers
 1,428,000 International Travelers

Wealth Window Gourmands

5,511,000 Total Wine & Gourmet Lovers

Wealth Window Home Decorators

6,860,000 Upscale Home Décor Buyers

ALC has a 35 year history as an innovative direct marketing industry leader in audience sourcing and targeting.



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Fran Green, President ALC 3D Data Solutions
 Direct: (609) 580-2764 • Email: fran.green@alc.com

Audience Description

As young adults, students are making purchase decisions that impact long-term brand loyalty in such critical areas as telecommunications, electronics, fashion, home furnishings, and health and beauty products.

Students influence what their parents buy as well, and are the most affluent young generation in history. This age group prefers online shopping and appreciates relevant digital content that “speaks” to them in their language.

Data Sources

- Private Colleges & Universities
- Student Magazines
- Student Career Guides
- Student-focused Websites

Sample Data Attributes

- Year of School
- 2 Year/4 Year College
- Parents’ Names
- Number of Children in Household
- Household Income
- Automobile Ownership

Students Digital Universe

12,022,000 Total Audience

Students & Their Parents by Type

6,820,000 High School Students & Parents
 3,733,000 Parents of High School Students
 3,087,000 High School Students
 5,203,000 College Students & Parents
 2,490,000 Parents of College Students
 2,558,000 College Students

Students by Two & Four Year Schools

648,000 Two-Year College
 1,883,000 Four-Year College

Students by Grade Level

229,000 High School Freshman
 476,000 High School Sophomore
 1,005,000 High School Junior
 1,282,000 High School Senior
 743,000 College Freshman
 434,000 College Sophomore
 276,000 College Junior
 314,000 College Senior

Student Social Media Influencers

4,359,000 Total Social Media Influencers

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Audience Description

ALC tracks important milestones in the lives of consumers, which trigger significant purchases. Timing is everything in delivering messages that are relevant to their life stage and will capture their attention.

<p>Milestones Expectant Parents 301,000 Total Expectant Parents</p> <p>Milestones New Parents 870,000 New Parents - Last 3-Months 1,700,000 New Parents - Last 6-Months 3,200,000 New Parents - Last 12-Months 6,300,000 New Parents - Last 24-Months</p> <p>Milestones First Time Parents 285,000 New Parents - Last 3-Months 585,000 New Parents - Last 6-Months 1,000,000 New Parents - Last 12-Months</p> <p>Milestones New Parent Social Media Influencers 726,000 Total Social Media Influencers</p>	<p>Data Sources</p> <ul style="list-style-type: none"> • Online Surveys • Newspapers • Baby Photographers • retail stores • Diaper Services • Consumer Package Goods Companies • Magazine Publishers <p>Sample Data Attributes</p> <ul style="list-style-type: none"> • Age • Income • Auto Ownership
<p>Milestones Significant Birthdays 2,401,000 Turning 21 3,020,000 Turning 25 2,916,000 Turning 26 3,499,000 Turning 50 2,721,000 Turning 62 2,385,000 Turning 65</p>	<p>Data Sources</p> <ul style="list-style-type: none"> • Self Reported Information • Survey Responses • Census Data • LexisNexis <p>Sample Data Attributes</p> <ul style="list-style-type: none"> • Income • Family Status
<p>Milestones New Movers 1,197,000 Last 1 Month 3,591,000 Last 3 Monthss 7,182,000 Last 6 Months</p>	<p>Data Sources</p> <ul style="list-style-type: none"> • Utility Companies • Tax and Deed Records • Retail Credit Cards <p>Sample Data Attributes</p> <ul style="list-style-type: none"> • Family Status • Age • Income

Milestones New Business Owners

2,082,354 Total New Businesses
111,000 Last 30 Days
196,000 Last 60 Days
265,000 Last 90 Days
510,000 Last 6 Months
754,000 Last 9 Months
1,072,000 Last 12 Months

Data Sources

- Local and State Licenses

Sample Data Attributes

- Recency of Business Start
- Size of Business
- Type of Business

Milestones Gun Owners

18,018,000 Total Gun Owners

Data Sources

- State Licenses
- Gun and Sporting Magazines

Sample Data Attributes

- Age
- Income
- Auto Ownership

Milestones Active & Retired Military

832,000 Active Duty Military Personnel
7,644,000 US Armed Forces Veterans

Data Sources

- Self-Reported Information
- Survey Responses

Sample Data Attributes

- Age
- Income
- Auto Ownership
- Gun Ownership
- Political Party Affiliation

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Audience Description

Physicians, dentists, nurses, pharmacists and healthcare practitioners wield great influence and purchasing power at both home and the office. All are increasingly spending more time online via computers, smartphones and tablets.

They are the decision makers for both their practices and their patients with regards to pharmaceuticals, treatment regimens, nutrition, equipment, supplies, insurance and more.

Data Sources

- Government Agencies
- State Licensing Bureaus
- Public Directories
- Yellow Pages
- Journal Articles
- Association Rosters
- Professional Directories

Sample Data Attributes

- Type of Professional
- Medical Specialty
- Age
- Income
- Auto Ownership
- Political Affiliation

Healthcare Professionals Digital Universe

8,883,000 Total Audience

Healthcare Professionals by Type

1,044,000 Physicians
937,000 Allied Healthcare Practitioners
580,000 Pharmacists
670,000 Dentists & Dental Professionals

Nurses

5,515,000 Total Nurses
3,035,000 Registered Nurses
856,000 Licensed Practical Nurses

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Audience Description

ALC B2B™ delivers only validated business decision makers, from SOHO entrepreneurs to executives in Fortune 500 companies, presenting deep penetration of executive contacts within each business.

As industry races forward, ALC B2B keeps track of the dynamic business market through continual research. Executives are online well beyond workday hours and outside of the workplace. They search for a multitude of products and services including seminars, technology, investments, communications, travel, marketing, continuing education, electronics and fashion.

Data Sources

- Professional Memberships
- Trade Associations
- Newsletter Subscriptions
- Government records
- Business Directories

Sample Data Attributes

- Title and Function
- Age
- Income
- Family Status
- Type of Business
- Size of Business
- Home Based Business

B2B Decision Makers

5,391,000 Total Audience

B2B Decision Makers by Type

4,351,000 C-Suite Executives
1,040,000 Middle Management
4,343,000 Business Owners
2,431,000 Home-Based Entrepreneurs

B2B Executives by Company Size

615,000 Executives at Large Companies
3,110,000 Executives at Small Businesses

B2B Executives by Company Sales

585,000 Executives at Companies
with Over \$2.5 Million in Sales
1,019,000 Executives at Companies
with Under \$2.5 Million in Sales

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Audience Description

You are what you drive! Or so many marketers believe. Gemstone offers a unique and sizable source of auto owners with all of the important selectivity. Plus, individual attributes allow for more precise targeting and relevant messaging.

Sample Data Attributes

- Make of Vehicle
- Class of Vehicle
- Type of Fuel
- Age of Owner
- Household Income
- Political Party Affiliation

Data Sources

- After Market Auto Service Suppliers
- Insurance Warrantees
- Vehicle Maintenance Records
- Websites
- Auto Parts Providers
- Title Services

<p>Automobile Owners Digital Universe 155,000,000 Total Audience</p> <p>Automobile Owners by Vehicle Class</p> <ul style="list-style-type: none"> 14,869,000 Full-size Truck 986,000 Full-size Van 2,237,000 Entry-level Car 6,316,000 Lower Mid-size Car 4,833,000 Luxury Mid-size Car 467,000 Sporty Mid-size Car 1,187,000 Luxury Prestige Car 723,000 Sporty Prestige Car 3,870,000 Traditional Large Car 2,583,000 Upper Mid-size Specialty Car 19,262,000 Upper Mid-size Car 6,337,000 Compact Truck 3,465,000 Compact Utility 18,516,000 Full-size Utility 6,255,000 Mini Sport Utility 1,404,000 Heavy-duty Wagon 174,000 Cargo Minivan 7,842,000 Passenger Minivan 424,000 Roadster 14,196,000 Basic Economy Car 4,590,000 Basic Luxury Car 5,061,000 Basic Sporty Car 	<p>Automobile Owners By Make</p> <ul style="list-style-type: none"> 138,220,000 Acura 203,000 American Motors 594,000 Audi 2,004,000 BMW 4,280,000 Buick 4,213,000 Cadillac 24,740,000 Chevrolet 4,270,000 Chrysler 139,000 Datsun 11,391,000 Dodge 124,000 Eagle 26,169,000 Ford 552,000 Geo 4,839,000 GMC 10,051,000 Honda 158,000 Hummer 2,878,000 Hyundai 746,000 Infiniti 595,000 Isuzu 267,000 Jaguar 4,541,000 Jeep 1,989,000 Kia 234,000 Land Rover 1,745,000 Lexus 1,607,000 Lincoln 2,864,000 Mazda 1,615,000 Mercedes Benz 2,980,000 Mercury 209,000 Mini 	<ul style="list-style-type: none"> 1,729,000 Mitsubishi 7,126,000 Nissan 2,652,000 Oldsmobile 1,368,000 Plymouth 5,154,000 Pontiac 201,000 Porsche 287,000 Saab 2,000,000 Saturn 344,000 Scion 1,540,000 Subaru 513,000 Suzuki 13,300,000 Toyota 2,259,000 Volkswagen 934,000 Volvo <p>Automobile Owners By Fuel Type</p> <ul style="list-style-type: none"> 138,220,000 Gas 915,000 Hybrid 6,289,000 Flexible Fuel 2,747,000 Diesel <p>Green Automobile Owners 7,203,000 Green Auto</p>
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