



Updated: 3/13/2020

## Group Leaders of America Member Mailing List (GLAMER)

[www.grouptravelfamily.com](http://www.grouptravelfamily.com)



### List Universe

23,112 Active Members \$150/M\*

Minimum Order: 5,000 Names

\* Travel Industry Mailer Rate \$500/M

### Selects

Gender	\$15/M
Phone Numbers	\$30/M
SCF	\$15/M
State	\$15/M
ZIP Code	\$15/M

### About

Founded in 1989, Group Leaders of America (GLAMER®) is the largest and most influential senior group travel organization nationwide. GLAMER's membership includes senior club leaders and activity directors in organizations such as AARP chapters, senior centers, church groups, retirement villages, corporate and federal retirement groups, churches, red hat organizations and more.

As qualified senior group travel decision makers and activity directors, each year GLAMER members:

- buy an average of \$1.5 billion dollars in domestic and international group travel;
- plan monthly activities for 25,000, fifty (50) plus clubs;
- influence 7.5 million, fifty (50) plus age group members;
- spend an average of \$75,000+ of travel for their organizations;
- are the largest, most active, most revenue-producing segment of the leisure travel industry producing 75% of the group travel business; and
- plan an average of 6 overnight tours with 36 passengers each, as well as plan 9 day trips with 40 passengers each.

GLAMER group leaders are primarily female and over the age of 55. As travel organizers and activity planners, they must stay up-to-date with numerous travel-related products and services. Phone numbers are available to take advantage of these individual's immediate need for information concerning travel discounts, consumer information, public service announcements, special promotions, deals, packages, etc.

### Addressing

EMAIL TRANSFER*	\$100/F
KEYCODE	\$10/M
FTP*	\$100/F
NCOA Fee	\$40/F

\*Includes DPV and CASS



#### Contact:

**INFOCUS Marketing**

Phone: 800.708.5478

Fax: 866.708.5478

[sales@infocusmarketing.com](mailto:sales@infocusmarketing.com)

[www.InfocusMarketing.com](http://www.InfocusMarketing.com)

## We Offer All the Services You Need to Effectively Deliver Your Mail and Email Campaigns:



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## Other Recommended Lists

[Consumer](#)

## Specifications & Important Notes

SOURCE: GLAMER Member Records

LIST UPDATED: Quarterly

### Terms & Conditions

Sample mail piece required for approval.

20% commission to qualified list brokers.

Allow 2-5 business days to process order after list owner approval.

Reuse discount: \$10/M off base price. Approval required.

Appending of phone numbers, fax numbers, or email addresses is strictly prohibited.

The universe noted on this datacard may or may not strictly coincide with the organization's membership totals.

Lists must be used within 6 months of date of receipt.

### Payment

Orders cancelled prior to the mail date are subject to a \$100 cancellation fee plus running and material charges.

Pre-payment required for first-time mailers.

Orders cancelled after the mail date are due in full.

Customer is responsible for all costs of collection, including reasonable attorney fees and court costs, if it becomes necessary to pursue any debt owed by customer.

### Usage Available Upon Request

#### Disclaimer

We believe the information on this datacard to be accurate, however, make no guarantees on accuracy or the results of usage. To verify any information on this datacard, call 800-708-5478 or email [sales@infocusmarketing.com](mailto:sales@infocusmarketing.com).