

Active Dieters Mailing List

Description Summary

The Active Dieters Mailing List is a powerful resource for marketers looking to reach highly engaged, health-conscious consumers. These individuals are committed to achieving and maintaining a healthier lifestyle, and they view weight loss as a longterm personal journey rather than a short-term fix. They actively seek out products and services that support their wellness goals, including nutrition programs, fitness solutions, supplements, and health-related subscriptions. This audience is receptive, motivated, and willing to invest in tools that help them stay on track. Whether youâ€™re promoting weight-loss products, healthy food options, or wellness services, this database connects you with consumers who are already taking steps toward better health and are eager to discover whatâ€™s next on their path to success.

How Our Data is Compiled

Our Active Dieters Mailing List is built from a wide range of trusted sources, both online and offline, including consumer surveys, self-reported data, fitness program memberships, and verified purchase histories of diet and weight loss products. To ensure accuracy, we update our lists monthly through USPS® National Change of Address (NCOA) and CASS Certification.

Consider the Facts

- ✓ The U.S. weight loss market is valued at over \$75 billion.
- ✓ Consumers spend an average of \$300+ per month on health and wellness.
- ✓ 72% of consumers say they prioritize health and wellness more now than they did a year ago

Recommended Usage

This mailing list is ideal for marketers and brands targeting health-conscious consumers actively pursuing weight loss and wellness goals. Itâ€™s a perfect fit for companies offering weight-loss products, nutritional supplements, fitness programs, healthy meal delivery services, wellness apps, personal coaching, or any product designed to support a healthier lifestyle.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders canceled after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Presence of Children	Ethnicity	Buying Habits
Gender	Marital Status	DOB	Household Income
Geography	Credit Score	Job Title	Religious Affiliation

For additional information or list counts, contact your representative or list manager at 1.800.457.2899