Affluent Recreation & Leisure Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **88,92,344**

Base Rate: **$85.00/M**

Description Summary

With financial stability comes the freedom to participate in many types of recreational activities, like traveling, shopping, going to the theatre, and more. These consumers have made credit card purchases related to recreation and leisure, and have a higher-thanaverage household income. This mailing list is perfect for various marketing campaigns that are specifically targeted to this demographics. You can reach these affluent consumers by mail, phone, or email. Our data is updated monthly to ensure accuracy and deliverability.

How Our Data is Compiled

Our Affluent Recreation & Leisure Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider the Facts

- 29% of affluent consumers in the U.S. claimed they spent $50,000 or more on leisure travel in the year 2017
- In 2016, affluent Americans spent about $375 on sports, recreation and exercise equipment.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: travel agencies, jewelry stores, designer labels, retail stores and apps, restaurants, hotels, casinos, and much more.

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 canceld 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
- Gender
- Geography
- Ethnicity
- Dwelling Type
- Education Level
- Income
- Occupation
- Buying Habits
- Marital Status
- Hobbies & Interests
- Lifestyle
- Presence of Children
- Credit Cards

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

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