

African American Mail Order Buyers Mailing List

Total Universe: **39,69,854**

Base Rate: **\$65.00/M**

Description Summary

Are you ready to promote your business by mail order or catalog? If you're looking to reach mail order buyers who are African American, look no further than AmeriList's African American Mail Order Buyers list. With the most accurate data on the market, you will get access to over 3 million consumers who shop using mail orders and catalogs. By segmenting through a variety of demographics and psychographics, your direct marketing campaign could benefit greatly. These consumers are eligible for many different offers and are responsive to coupons, catalogs, promotions, and more.

How Our Data is Compiled

Our African American Mail Order Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: 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. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ In 2016, 30% of people reported that a catalog drove them online to shop
- ✓ People found catalogs the most interesting type of standard mail, surpassing newspapers and magazines by 31%

Recommended Usage

The African American Mail Order Buyers database is ideal for many different offers, such as clothing, appliances, restaurants, local businesses, sports equipment, travel, insurance, technology, entertainment, 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 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	Home Owner	Marital status	Credit Cards
Gender	Home Value	Presence of Children	Buying Habits
Geography	Income	Renter	Hobbies & Interests

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