

African American Senior Pet Owners Mailing List

Total Universe: **5,85,205**

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

Description Summary

For more than 20 years, Senior Source List has specialized in direct mail & telemarketing lists geared toward reaching Boomers, active adults and seniors. Our data has helped thousands of companies reach the prospects they need to improve their bottom line. The Senior Source African-American Seniors with Pets file is unique because it consists of over 500,000 households over 50, whose assets, income and willingness to spend make them excellent prospects for a various pet-related offers.

How Our Data is Compiled

Our African American Senior Pet Owners 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 mailing list against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ For seniors, pets can help reduce stress, lower blood pressure, increase social interaction and physical activity and help them learn.
- ✓ Dog walking, pet grooming, and even petting provide increased physical activity that strengthens the heart, improves blood circulation, and slows the loss of bone tissue.

Recommended Usage

This list is ideal for any marketer who is trying to reach African American seniors with pets. This mailing list would be useful for pet stores, grooming companies, pet food companies, toy companies, pet apparel companies carpet and furniture cleaning, exterminators and veterinary services, and much more. This targeted list can be used for direct marketing to help businesses looking to make contact with animal lovers.

Sample Mail Piece Required

Inquire

Market Type

Consumers

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 cancel 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

Lifestyle
Income
Marital Status

Ethnicity
Presence of Pets
Buying Habits

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