

# Allergy Sufferers Mailing List

Total Universe: **1,49,01,553**

Base Rate: **\$85.00/M**

## Description Summary

Don't let your marketing strategy suffer! With our Allergy Sufferers database, you can reach consumers across the U.S. who have reported that they suffer from allergy conditions, due to seasonal changes, foods, fabrics, plants, and more. The men and women included in this file are eligible for a variety of offers and promotions. Our data is updated monthly to ensure accuracy and success for the clients who utilize it in their marketing strategies. These consumers are always looking for ways to alleviate symptoms of allergies and would be perfect for many types of marketing offers.

## How Our Data is Compiled

Our Allergy Sufferers 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

- ✓ Allergies are the 6th leading cause of chronic illness in the U.S.
- ✓ The most common triggers for anaphylaxis, a life-threatening reaction, are medicines, food and insect stings. Medicines cause the most allergy related deaths.

## Recommended Usage

This mailing list is recommended for many types of offers, including healthcare, medical equipment, pharmacies, medications, 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       | Ethnicity | Occupation     | Presence of Children |
| Gender    | Lifestyle | Buying Habits  | Presence of Pets     |
| Geography | Income    | Marital Status | Ailments             |

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