

American Radio Listeners Mailing List

Total Universe: **29,04,558**

Base Rate: **\$95.00/M**

Description Summary

Are you tuned in to your marketing strategy? With our Radio Listeners mailing list, you can reach consumers who have opted in to an online radio program. These consumers care about staying up-to-date with the latest news, sports, entertainment, and other topics. Reaching this group of people could benefit your marketing campaign with a variety of offers, such as subscriptions, apps, and more. Get in touch with radio listeners with our accurate database by mail, phone, or email.

How Our Data is Compiled

Our American Radio Listeners 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

- ✓ In 2018, about 57% of Americans were listening to online radio
- ✓ Pandora is the biggest online radio company in the United States by a significant margin, with an average active sessions figure in the millions.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: electronics, radio subscriptions, magazine subscriptions, podcasts, news apps, 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	Hobbies & Interests
Gender	Education Level	Buying Habits	Lifestyle
Geography	Income	Marital Status	Presence of Children

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