Asian American Household Database

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

Total Universe: **33,86,838**

Base Rate: **$65.00/M**

Description Summary

With background selections such as Chinese, Japanese, Korean, Indonesia, Vietnamese, Thai, Filipino, Laotian, and more, this file offers the most accurate and up-to-date postal, phone, and email data, as well as the ability to tailor specific offers to individuals with certain interests. These consumers are perfect candidates for many types of offers and have a high value on family and heritage. This database is perfect for Marketers looking to reach out to Asian American households for a variety of industries.

How Our Data is Compiled

Our Asian American 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

- The U.S. Asian population grew about 72% between 2000 and 2015
- No single country-of-origin group dominates the Asian American population

Recommended Usage

This mailing list is recommended for many types of offers, including, ethnic books, publishers, catalogs, ethnic restaurants, specialty food stores, scholarship services, music catalogs, car dealerships, fundraisers 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	Geography	Marital Status	Buying Habits
Gender	Income	Presence of Children	
Country of Origin	Occupation	Dwelling Type	

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

10 Esquire Rd Ste 11B, New City, NY 10956 • 845.362.6737 • sales@amerilist.com