

Brides to Be List

Total Universe: **19,43,375**

Base Rate: **\$125.00/M**

Description Summary

He finally popped the question and she said yes! Getting married is a major milestone in a woman’s life. If you’re in the wedding industry this is the perfect prospect list for your next direct mail campaign. Each of these newly engaged future brides, on our brides-to-be list will walk down the aisle to “tie-the-knot” in a matter of months. They are making arrangements for items like wedding dresses and tuxedos or services such as limo companies, caterers, DJ’s, video services and photographers. Don’t miss out on this valuable marketing opportunity, make sure you reach these brides-to-be while they are getting their wedding details in order! Brides-to-be have impressive spending power and are ready to make whatever purchase necessary to make their wedding day magical. Reach out to these newly engaged and highly responsive ladies with your product that will be the “something new” every bride-to-be needs before saying, “I do.”

How Our Data is Compiled

Our Brides-to-Be database is aggregated from multiple bridal consumer direct response sources. Each future bride on the list has indicated they are newly engaged. This database is entirely captured from brides-to-be that have self reported, responded to or subscribed to online or offline sources indicating they will be getting married on a given date. These sources include: bridal websites, wedding surveys, bridal magazine subscriptions, honeymoon travel information requests, engagement registries and other services related to wedding planning. The names on the list are then cross verified against our AmeriList National Consumer Database where additional data elements are enhanced. This file is standardized using proprietary USPS software processing on a monthly basis which includes National Change of Address (NCOALink®), Locatable Address Conversion System (LACSLink®), and Coding Accuracy Support System (CASS®) verification. These address quality processes help us ensure that our bridal list will perform at the highest level of deliverability for our clients. Our continuous verification process yields the most reliable and deliverable business database in the industry.

Consider the Facts

- ✓ The average cost of a wedding ring is \$5,229
- ✓ The most popular month to get engaged is December
- ✓ 30% of men wear an engagement ring
- ✓ 69% of couples take engagement photos
- ✓ The average cost of a wedding is \$28,671
- ✓ The average wedding dress cost \$1,211
- ✓ The average age of brides-to-be is 29
- ✓ 24% of weddings are destination weddings

Recommended Usage

Our database of Brides-to-be is perfect for any business who is trying to reach newly engaged prospects or future brides to be such as event coordinators, wedding consultants, caterers, photographers, florists, decorators, bridal shops, tuxedo rentals, banquet halls and venues, insurance offers, financial offers, and bridal publications. Call one of our bride to be mailing list specialists today for your free list analysis.

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)

Individual Age	Geography	Income	Wedding Date
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For additional information or list counts, contact your representative or list manager at 1.800.457.2899