

Cooking Enthusiasts Mailing List

Total Universe: **6,50,713**

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

Description Summary

Stir up your direct marketing strategy and connect with cooking enthusiasts. These consumers are always looking for new recipes and supplies to make the most delicious meals possible. This responsive group of consumers makes purchases for all things related to cooking and eating. With this mailing list, you can get direct access to these cooks, and market your product or service to them through the mail, phone, or through email. Our data is updated monthly to ensure accuracy and an increase to your client base!

How Our Data is Compiled

Our Cooking Enthusiasts Mailing List is derived from state-licensed information as well as 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

- ✓ Cooking at home is still the preferred way to prepare a meal for 98% of Americans
- ✓ 58% of full-time workers cook from 3 to 6 days a week

Recommended Usage

The consumers included in this mailing list would be great candidates for a variety of offers, including, but not limited to, cookware, appliances, recipe books and publications, cooking accessories, 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
Gender
Geography

Ethnicity
Income
Occupation

Marital Status
Presence of Children
Buying Habits

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