

DIYers – Improvement, Design & Repairs Mailing List

Total Universe: **44,75,982**

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

Description Summary

From spackling a hole in the wall, to painting the whole exterior of your house, DIYers are taking on home projects from start to finish. This makes them perfect candidates for all types of instruction, supplies, inspiration and much more when it comes to incorporating new construction, designs, and fixes. You can reach DIY prospects by mail, phone, or email with our complete database. Our data is updated every month to ensure accuracy and deliverability to our clients.

How Our Data is Compiled

Our DIYers “Improvement, Design, & Repairs 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

- ✓ Although saving money does play a factor, our recent survey of DIYers shows that only 39% of DIYers are doing it specifically to save money
- ✓ 52% of DIYers are 24 to 44 years old which means the majority of DIYers are from two different generations: Millennials and Gen X. Most DIYers in this age range are taking on DIY projects because of a life changing event such as buying a home, getting married or having a child

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: home improvement magazines, TV networks, retail stores, tools, supplies, and much more.

Sample Mail Piece Required

Inquire

Market Type

U.S. Consumer

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 cancel 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
Dwelling Type
Income

Occupation
Marital Status
Presence of Children

Presence of Pets
Hobbies & Interests
Buying Habits

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