

# Electronics & Gadgets Buyers Mailing List



Total Universe: **4,15,11,673**

Base Rate: **\$75.00/M**

## Description Summary

These days, it seems like there's always some new gadget on the market. Because of this constantly-growing and changing industry, having access by mail, phone, and email to consumers who have purchased these electronics could greatly benefit your business. These shoppers are looking for gadgets that can provide entertainment, efficiency, or professional utility. This targeted mailing list is the most accurate and up-to-date list on the market and will help you reach consumers who are willing to spend their money on electronics and gadgets.

## How Our Data is Compiled

Our American Lifestyle Electronics & Gadgets Buyers 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

- ✓ 1 American spends approximately \$1200 a year on electronics.
- ✓ The touch-screen technology market is a \$3.4 billion industry.

## Recommended Usage

This mailing list is ideal for many marketers, such as retail stores, online markets, software companies, technology support companies, universities, app developers, and many 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       | Income         | Interests            | Political Party     |
| Gender    | Occupation     | Presence of Children | Home Owner          |
| Geography | Marital Status | Donors               | Length of Residence |

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