

Energetic Runners & Joggers Mailing List

Total Universe: **27,41,071**

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

Description Summary

Bring your direct marketing strategy to the finish line! This list of active Americans is comprised of people who love the energetic feeling they get when running. Many run daily and are very involved in their sport. To be a runner or jogger, you don't have to be a professional athlete or an Olympic champion – to be a successful runner, you just need motivation. They range in age groups, social status, income, and more. If you are trying to reach health-conscious consumers who are passionate about one running, you've come to the right place. Being involved in running makes these consumers eligible for various products and services. Get access to the most accurate and up-to-date mailing, telemarketing, and email lists for your next campaign!

How Our Data is Compiled

Our Energetic Runners & Joggers 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

- ✓ Nearly 80% of American runners continue to run to stay healthy or to stay in shape
- ✓ More than 30,000 running events take place in the U.S. every year, including 5k, 10k and 8K/5 mile races as well as half-marathons and marathons

Recommended Usage

This database is recommended for many types of offers, such as sports equipment, sporting events, running apparel / shoes, accessories, marathons, fundraisers, entertainment, travel, and 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 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

Hobbies & Interests
Marital Status
Presence of Children

Buying habits
Running Events Attended

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