

Ethnic America Mailing List

Total Universe: **9,26,19,504**

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

Description Summary

The AmeriList Ethnic America database gives you access to the most accurate and comprehensive mailing list on the market today of consumers by ethnic background. This list contains valuable information for marketers such as buying habits, demographics and lifestyle and gives you the ability to contact these ethnic consumers through email, direct mail or by telephone. In the US we have one of the most racially/ethnically diverse population there is. In recent years we have seen a tremendous growth within the Hispanic population and other ethnic groups. If your brand caters towards a specific ethnic population trust AmeriList to help you connect with these active consumers.

With the United States being one of the largest melting pots for ethnicity, youâ€™re sure to need direction when marketing to US Individuals. With our database, you can choose from more than 31 different ethnic groups to make sure that your information gets into the hands of the correct customers. By using this diverse database youâ€™re able to reach out to distinct ethnic group catering directly to their cultural background. Donâ€™t waste time or money, start using our database today to reach your next best new customer.

How Our Data is Compiled

Our data is compiled using more sources than any other consumer ethnicity database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Magazine Subscriptions, as well as Real Estate Deed & Transaction Data. 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

- ✓ About 12% of the U.S. population are African Americans.
- ✓ About 17% of the U.S. population are of Hispanic origin
- ✓ By 2020, over half of the nationâ€™s children will be part of a minority group or ethnic race, expected by the U.S. Census. e sportsman are also very interested in military memorabilia

Recommended Usage

Our AmeriList Ethnic America mailing list is perfect for credit cards, entertainment, books, automotive, general merchandise, consumer catalogs, computers, telecommunications, health, electronics, travel, insurance, retail, self-improvement and more..

Sample Mail Piece Required

Inquire

Market Type

Consumers

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
Homeowner

Language Spoken
Income

Gender
Marital Status

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