

Eyeglass & Contact Lens Wearers Mailing List

Total Universe: **58,22,544**

Base Rate: **\$95.00/M**

Description Summary

Vision and eye related ailments are amongst the most prevalent chronic healthcare issues in the United States. If you are trying to reach consumers that have purchased and wear eyeglasses or contact lenses then you must test the Eyeglass and Contact Lens Wearers database. These individuals suffer from various vision related ailments such as cataracts, glaucoma or retinitis pigmentosa just to name a few. Combine this with a broad array of selectable demographic attributes. We can give you the power to market smarter. If you are looking to market any eye care products, vision correction, eye glasses; this is the perfect mailing list for eye care products & services. This file is recommended for large print publishing, health, insurance and fundraising offers. Ideal for any marketer who is looking to offer eye care solutions.

How Our Data is Compiled

Our eyeglass and contact lens mailing list is compiled using multiple sources including: Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications and Controlled Circulations. This responsive list is enhanced with demographic and psychographic data for better segmentation.

Consider the Facts

- ✓ The average annual cost for contact lenses is \$120
- ✓ The average cost of a pair of glasses is \$212
- ✓ One out of four children between ages 3 -16 wear eyeglasses
- ✓ Cataracts is the primary reason for self-reported vision impairment. It is also the third leading cause of preventable blindness in the United States.
- ✓ Children as young as 8 can safely wear contact lenses

Recommended Usage

These Eyeglasses and Contact Lens Wearers are excellent prospects for a wide range of offers including eyeglasses, laser vision correction, contact lens offers, medical offers, fashion eyewear, magazine publications, eye care solutions, 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 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)

Individual Age
HH Income
Marital Status
Net Worth

Religion
Lifestyle
Occupation
Home Owner / Renter

Presence of Children
Gender
Ethnicity
Purchasing Power

Credit
Education
Donor
Dwelling Type

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