

Fitness Fanatics Mailing List

Total Universe: **1,58,65,347**

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

Description Summary

Are you ready to pump up your direct marketing strategy? Whether it be dedicated gym-goers, hikers, surfers, marathon runners, athletes, or personal trainers, these people are always looking for ways to step up their game and try new fitness-related exercises and adventures. If your company caters to individuals who are fitness fanatics, this mailing list is essential for your marketing campaign. Because their lives revolve around healthy habits, these prospects are ideal for any type of offer that promotes exercise and or a healthy lifestyle. This list is based upon previous purchases, subscription lists, lifestyle surveys and more, indicating that these candidates are highly responsive, due to the fact that every prospect on this list has either purchased fitness-related offers or has opted in to find out more information about fitness offers.

How Our Data is Compiled

Our Fitness Fanatics 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

- ✓ In 2017, there were over 5 billion health club, gym, and studio visits in the U.S.
- ✓ People who are physically active tend to live longer and have lower risk for heart disease, stroke, type 2 diabetes, depression, and some cancers. Physical activity can also help with weight control, and may improve academic achievement in students.

Recommended Usage

This Fitness Fanatics mailing list can be used for all types of fitness offers such as health/fitness newsletters, fitness magazines, credit card offers, fitness/gym memberships, financial offers, fitness classes, health food stores, fitness machines, weights, fitness apparel, vitamins and protein supplements, personal training, 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)

Age
Gender
Geography

Occupation
Ethnicity
Income

Occupation
Ethnicity
Lifestyle

Buying Habits
Marital Status
Presence of Children

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