Generation X Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **4,01,02,335**

Base Rate: **$85.00/M**

Description Summary

Our Generation X consumer database contains highly responsive consumer data for print and direct mail marketing, as well as digital marketing. This file consists of consumers born between the early to mid '60s until around 1980. This group of prospects is ethnically diverse and well-educated, and have seen a huge growth of technology in their childhoods and adult lives. Reaching this generation opens huge doors in terms of marketing, as these consumers are great candidates for a variety of products and services. Get in touch with Generation X with the most accurate and complete mailing list on the market.

How Our Data is Compiled

Our Generation X 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

- People from Generation X currently make up about 25% of the U.S. population
- According to the U.S. Department of Labor, Gen. X outspends all other generations when it comes to housing, clothing, eating out, and entertainment

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, such as real estate, finance, insurance, travel, restaurants, entertainment, political campaigns, healthcare, and much, 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 canceld 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
- Dwelling Type
- Education Level
- Income
- Occupation
- Marital Status
- Presence of Children
- Hobbies & Interests
- Lifestyle
- Buying Habits
- Political Party
- Donors

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

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