

Gluten-Free Foodies Mailing List

Total Universe: **9,93,405**

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

Description Summary

In recent years, we have seen a dramatic increase in consumers who are supporting GFCO brands. The "Gluten-Free Consumer Revolution" is no longer just a thing... it's a group of people who are committed to a healthy lifestyle, or have Celiac Disease and must avoid gluten for their health. If you are looking to reach gluten-free advocates/consumers, this list has you covered. Our permission-based list of gluten-free consumer buyers is entirely self-reported. Many of these consumers have the expendable income to spend on organic food establishments and are supporters of many causes, including environmental and animal welfare causes. In as early as 2010, gluten-free product sales had already skyrocketed to more than \$2.6 billion, according to the National Foundation for Celiac Awareness. This list is ideal for any marketer who is looking to target health conscious buyers of gluten free products.

How Our Data is Compiled

Our Gluten-Free Foodies 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

- ✓ By 2020, the gluten-free food market is projected to generate about \$2.8 billion
- ✓ Food allergies and food intolerances are a growing public health concern, causing higher consumer demand of products that are tailored to meet special dietary requirement

Recommended Usage

This list is recommended for a variety of offers and promotions, such as health food, supermarkets, fitness and exercise, smartphone apps, 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

Education Level
Presence of Children
Buying Habits

Credit Cards

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