

# Grandparents Mailing List

Total Universe: **47,74,371**

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

## Description Summary

There is nothing like a grandparent's love! Get in touch with grandparents with the most accurate, up-to-date mailing list available on the market today. These grandparents are eligible for a multitude of promotions, offers, and information for a variety of products and services. Updated monthly, this database is the most complete collection of postal, phone, and email data for companies marketing to grandparents. Get in touch with Grandmas, Grandpas, Nanas, Papas, and more!

## How Our Data is Compiled

Our Grandparents 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

- ✓ About 1/3 of adults are grandparents
- ✓ About 77% of grandparents are married

## Recommended Usage

The consumers included in this mailing list would be great candidates for a variety of offers, such as travel, entertainment, insurance, healthcare, real estate, 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    | Geography | Net Worth      | Buying Habits |
| Gender | Ethnicity | Marital Status | Hobbies       |

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