Green Living Households Mailing List

AmeriList™ Direct Marketing Solutions
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Total Universe: **13,71,543**

Base Rate: **$65.00/M**

Description Summary

The green movement is upon us, and itâ€™s here to stay. The Green Living Households database consists of individuals and families who are making a conscious effort to “go green.” These consumers care about the products they use and how their lifestyle can affect the environment. Environmentally-friendly brands have had great success with the Green Living Households database. This list consists of individuals and families who are making a conscious effort to “go green.” Because they feel so strongly about protecting the environment, their purchases, their homes, and their families center around “going green.” The mindset is “to think globally you must act locally”. These environmentally-conscious consumers fill their home with products that are organic, natural, environmentally-friendly, and free of elements that are harmful to the earth.

How Our Data is Compiled

Our Green Living Households 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 71% of Americans consider the environment when they shop
- Younger adults tend to be more concerned about the environment

Recommended Usage

This database is recommended for many offers, such as gardening, organic foods, alternative fuel offers, hybrid and transportation alternatives, natural fiber clothing, vitamin supplements, and many 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)

Location	Presence of Children	Hobbies	
HH Income	Buying Habits	Dwelling Type	

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

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