

Hip Hop Enthusiasts Mailing List

Total Universe: **1,13,87,650**

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

Description Summary

If you are looking to market your product to people who are taking trips to concerts regularly, and are enthusiasts in music entertainment, this mailing list may be the right choice for you. These consumers are ideal prospects for magazines, DVDs, internet services, cable TV, and movie/music releases. Get in touch with these music lovers who are sure to be interested in any hip hop events or products. Although many people listen to hip hop, not everyone chooses hip hop-related products and events. Our database gives you only the select people who have opted in for more information, as well as through previous purchase history, so if they have started buying into hip-hop related products, apparel, or events, they are likely to buy the same types of products again.

How Our Data is Compiled

Our Hip Hop Enthusiasts 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

- ✓ Approximately 24 million people ages 19–35 listen to hip hop music.
- ✓ An average of 500 billion dollars is spent each year on hip hop-related purchases.

Recommended Usage

Our Hip Hop Enthusiasts database should be used for any offers relating to hip hop music and culture, including magazines, DVDâ€™s, apparel/retail, internet services, cable TV, and movie/music releases.

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	Lifestyle	Occupation
Gender	Income	Buying Habits	Dwelling Type

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