

Hispanic Americans Mailing List

Total Universe: **3,29,53,029**

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

Description Summary

Hispanic marketing has changed and is evolving. Reaching Hispanic and Latino consumers in the United States is more important than ever. Marketers are realizing the buying power that this group has and if you are not actively in touch with them you are missing out. The Latino and Hispanic population has almost tripled in size since the 1990s and is growing at an unprecedented rate. They are one of the largest minority groups within the United States since 2000. Let us help you get connected.

How Our Data is Compiled

Our ethnic data is compiled using more sources than any other compiled ethnic database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transactional Data. This database is updated monthly to ensure quality and accuracy. This database is also processed against the USPS® National Change of Address (NCOA) system, in addition to Zip+4 coding and CASS Certification. Our Consumer Data is more than 95% deliverable, guaranteed!

Consider the Facts

- ✓ The average income of a Hispanic household in the U.S. is \$43,000
- ✓ Hispanic population in the U.S tops over 55 Million
- ✓ An overwhelming majority of the Hispanic population living in the U.S. are in fact U.S. born.

Recommended Usage

Our Hispanic American Database is the ideal solution for credit card offers, travel agencies, retail stores, educational services, political, food, cell phone offers, car dealers, real estate agents, politicians, health services, wellness services, nutritional supplements, senior services, childcare services, sporting apparel, sporting equipment and more!

Sample Mail Piece Required

Inquire

Market Type

Consumers

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	Religion	Purchasing Power	Donor
HH Income	Lifestyle	Credit	Home Owner
Martial Status	Presence of Children	Education	Dwelling Type
Net Worth	Gender	Occupation	

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