

# Hobbyists and Collectors Mailing List

Total Universe: **1,63,42,800**

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

## Description Summary

As a business, your most important collection is your revenue! These hobbyists and collectors are known for being dedicated to their interests and making continuous purchases based on those interests. They are known for being highly responsive to offers specific to their hobby. This is a valuable group of prospects for your next direct mailing, telemarketing, or email campaign. Updated monthly, you can trust our data for accuracy and deliverability.

## How Our Data is Compiled

Our Hobbyists and Collectors 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

- ✓ The most popular things that people collect are comic books, coins and currency, classic cars, trading cards, dolls and toys, stamps, wine, and fine art / jewelry.
- ✓ The hobby of collecting includes seeking, locating, acquiring, organizing, cataloging, displaying, storing, and maintaining items that are of interest to an individual

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, such as internet retailers and sellers, apps, entertainment, etc.

## 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       | Ethnicity     | Occupation      | Presence of Children |
| Gender    | Dwelling Type | Education Level | Buying Habits        |
| Geography | Income        | Marital Status  | Collected Item       |

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