

Latin Music & Entertainment Fans Mailing List



Total Universe: **36,28,357**

Base Rate: **\$100.00/M**

Description Summary

Spice up your direct marketing campaign! These individuals listen to genres like Salsa, Bossa Nova, Forro, Reggaeton, Cumbia, Merengue, Bolero, Bachata, Tejano, Latin Rock, etc. This comprehensive file consists of individuals whose native language is Spanish, are bilingual, as well as English speakers who are passionate about Latin music and entertainment. They are extensive consumers of media, enjoying things like Spanish language networks, foreign films, U.S. Spanish language films, Latin American magazines, and newspapers. Our data is updated monthly to ensure accuracy and deliverability for your next mail, phone, or email marketing campaign!

How Our Data is Compiled

Our Latin Music & Entertainment Fans 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

- ✓ In 2016, the Latin music industry generated about \$1.16 billion in the United States
- ✓ In the U.S., telenovelas have become more popular than American soap operas

Recommended Usage

This database is recommended for a variety of offers, such as television networks, entertainment venues, music and TV accessories and equipment, merchandise, online apps, and much 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	Ethnicity	Income	Presence of Children
Gender	Country of Origin	Occupation	Buying Habits
Geography	Education Level	Marital Status	Hobbies & interests

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