

LGBT Americans Mailing List

Total Universe: **1,26,07,744**

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

Description Summary

If your business is looking to market products or services to LGBT Americans, this database will benefit you significantly. Those identifying themselves within the Lesbian, Gay, Bisexual, or Trans communities are included in this mailing list, with accurate contact information updated regularly to ensure success! These consumers are eligible for many types of offers and market types. If your business is not marketing to these individuals, you may be missing out on a highly responsive group of consumers.

How Our Data is Compiled

Our LGBT Americans 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

- ✓ Young Adults are more likely to identify themselves as LGBT
- ✓ Approximately 3.5% of Americans identify as lesbian, gay, or bisexual, while 0.3% identify as transgender

Recommended Usage

This database is recommended for a variety of offers, such as travel, clothing, finance, technology, real estate, entertainment, automobiles, healthcare, insurance, 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
Gender
Sexual Orientation

Ethnicity
Income
Occupation

Dwelling Type
Marital Status
Presence of Children

Buying Habits

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