

Mac Users – Consumers Mailing List

Total Universe: **8,41,007**

Base Rate: **\$275.00/M**

Description Summary

When it comes to technology, the marketing opportunities are infinite. The individuals included in this database are Mac OS Users. These consumers prefer the Mac interface rather than the Windows interface. Known for its up-to-date trends and visuals, Apple products are purchased all over the world. This group of prospects is highly responsive to deals and offers relating to getting the newest Apple products, as well as a huge variety of other products and services. Our data is updated monthly to ensure accuracy and deliverability.

How Our Data is Compiled

Our Mac Users – Consumers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ According to a study, 21% of laptop owners want to switch from a Windows PC to a Mac, while only 2% of Mac laptop owners want to switch to a PC.
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Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: new Apple products, iOS apps, design and editing software, music offers, entertainment, travel, automobiles, real estate, and 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
Geography

Ethnicity
Net Worth
Income

Hobbies & Interests
Dwelling Type
Education Level

Marital Status
Presence of Children
Buying Habits

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