Millennials Mailing List

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **1,64,93,112**

Base Rate: **$65.00/M**

Description Summary

Rejuvenate your direct marketing strategy! Millennials follow the latest fads in fashion, music and electronics etc. These energetic youths are sharp and on top of whatâ€™s new and trendy, and are ideal for any marketing campaign. They have a diversity of interests, and are consumers that are likely to identify themselves with a particular brand. In addition, they may have a fair amount of influence over their parentsâ€™ spending habits. This file is great for marketers who are trying to reach a large demographic with extraordinary purchasing power.

How Our Data is Compiled

Our Millennials 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

- According to most sources, millennials are known as anyone born from 1981-2004
- Millennials account for about 32% of the U.S. population

Recommended Usage

Millennials are proven to be responsive to offers for clothing, electronics, music, beauty supplies, salons, fast food, sporting goods/facilities and much more. These consumers love to support and continuously represent brands they love by buying their products and services, and tell all of their friends.

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 canceld 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	Hobbies/Interests	Automobiles
Gender	Education Level	Buying Habits	Employment

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

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