

NFL Super Fans Database

Total Universe: **2,51,95,550**

Base Rate: **\$160.00/M**

Description Summary

These consumers are avid sports fans who actively support their favorite National Football League (NFL) teams. They engage online through popular social media networks such as Facebook, Twitter, and Instagram, expressing their affinity by “liking” and/or “following” NFL teams.

This NFL Super Fans Database offers the latest insights with the most up-to-date information on these sports fans and allows you to narrow down by their favorite sports team. The NFL Super Fans database has been enriched with a wealth of consumer lifestyle demographics, enhancing the effectiveness of your multi-channel campaigns.

How Our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. 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. Our continuous verification process yields the most reliable and deliverable business database in the industry.

Consider the Facts

- ✓ Los Angeles Rams fans spend the most on average of any fanbase on concessions at in-person games (\$176). Carolina Panthers fans spend the least (\$61)
- ✓ Tampa Bay Buccaneers fans spend more annually on merchandise than any other team (\$229).

Recommended Usage

Our NFL Super Fans Database is perfect for sports related offers, for both consumer and business product marketers who are trying to reach sports fans.

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)

Date of Birth
Household Income
Geography

Ethnicity
Income
Home Market Value

Sports Team
Education Level
Marital Status

Online Buyer
Buying Habits
Merch Spend

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