

Passionate NASCAR Fans Mailing List

Total Universe: **32,14,561**

Base Rate: **\$95.00/M**

Description Summary

Rev up your direct marketing engine! With our new database, you will get postal, phone, and email access to fans who are passionate about racing, driving, and everything related to NASCAR. Many of these fans are so loyal, most of them know every driver, car, and sponsor, and often have a lot of fan merchandise and products. These consumers are eligible for a variety of offers, and are highly responsive to promotions and ads for anything NASCAR. Many of these consumers plan their weekends around race coverage. Going to the racetrack is known as one of their favorite pastimes. Get access to this targeted group of consumers by mail, phone, or email.

How Our Data is Compiled

Our Passionate NASCAR 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

- ✓ The annual revenue generated by NASCAR is about \$3 billion
- ✓ An average race attendance is 99,853 fans

Recommended Usage

NASCAR fanatics are excellent candidates for NASCAR fan gear, auto repair and maintenance products, credit card offers, racing publications, travel products, 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
Geography

Ethnicity
Education Level
Occupation

Income
Dwelling Type
Hobbies / Interests

Buying Habits
Marital Status

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