

Performing Arts & Entertainment Mailing List



Total Universe: **49,46,732**

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

Description Summary

Looking to help Theatre fans add another PlayBill to their collection? Now, with the help of the AmeriList American Performing Arts & Entertainment database, you can reach individuals who enjoy spending their disposable income on Broadway shows. Individuals in our American Performing Arts & Entertainment database are established professionals that have leisure time and money to spend on entertainment. These individuals also enjoy the finer things in life, making them the perfect audience for a wide range of luxury offers.

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.

Consider the Facts

- ✓ Americans spend more money on going to the theater than any other form of entertainment
- ✓ Despite economic downturn, Americans are still regularly attending stage performances
- ✓ Americans spend 8% of their annual earnings on entertainment
- ✓ The average age of Theater & Entertainment fans is 37

Recommended Usage

The AmeriList American Performing Arts and Entertainment database is excellent for vacation offers, catalogs, live music entertainment, Broadway and off-Broadway performances and other luxury offers.

Sample Mail Piece Required

Inquire

Market Type

Consumer Data

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)

Individual Age	Presence of Children	1 Month Hotline
HH Income	Gender	Lifestyle
Marital Status	Ethnicity	Arts and Entertainment

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