

Suburban Seniors Mailing List

Total Universe: **16,42,508**

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

Description Summary

These senior consumers are living a peaceful life in the suburbs, away from the hustle and bustle of city life, and perhaps are enjoying retirement in their Golden Years. They are great prospects for direct mailing, telemarketing, and email campaigns. Seniors are more active now than ever, and spend lots of time shopping in person, and even online. Some seniors live in retirement communities in the suburbs, which creates an even larger market for the area you may be targeting. They are responsive and appreciate good deals and quality products and services. Our data is updated monthly to ensure accuracy and deliverability for our clients.

How Our Data is Compiled

Our Suburban Seniors 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

- ✓ Between 2000 and 2016, the amount of seniors living in lower-density neighborhoods increased from about 8 million to about 14 million.
- ✓ The number of communities with a majority of older population more than tripled in size between 2000 and 2016

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: insurance, healthcare, entertainment, travel, hearing aids, vision products, medications, mobility equipment, real estate, 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

Dwelling Type
Net Worth
Ethnicity

Presence of Grandchildren
Language Spoken
Marital Status

Presence of Children
Buying Habits

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