

Tobacco Users Mailing List

Total Universe: **48,62,448**

Base Rate: **\$65.00/M**

Description Summary

Even though most people are aware of its health risks, tobacco use is still alive and well today. Between cigarettes, cigars, pipes, chewing tobacco, and more, there is still a large population of people to be able to market to. These individuals are perfect candidates for many different offers, and are responsive, due to the fact that this list contains data pertaining to people who responded that they use tobacco and have opted for information.

How Our Data is Compiled

Our Tobacco Users 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 tobacco industry spends billions of dollars each year on cigarette advertising and promotions.
- ✓ There are approximately 40 million adults still smoking cigarettes in the U.S.

Recommended Usage

The tobacco users mailing list is highly recommended for industries marketing to smokers and tobacco users, such as smoking devices, lighters, breath spray, as well as quitting-related products like gum, medication, patches, and 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	Income	Presence of Children	Buying Habits
Gender	Net Worth	Occupation	Type of Tobacco product
Geography	Marital Status	Lifestyle	purchased

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