

TV Sports Enthusiasts Mailing List

Total Universe: **1,99,01,609**

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

Description Summary

Our Television Sports Fans database includes targeted data for individuals who enjoy gathering their friends and family around the TV and watching games, matches, races, or any athletic event on TV, and cheering on their favorite teams and players. All of our data is updated every month through the national change of address registries to ensure that our customers receive maximum accuracy and deliverability for sports fans viewing the game from their couches. This mailing list presents the opportunity for marketers to directly reach targeted prospects interested in live sports broadcasts, sports news, and sports-related networks.

How Our Data is Compiled

Our TV Sports Enthusiasts 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

- ✓ In 2016, the contract for the rights to broadcast the NFL, which is shared between NBC, FOX, and ESPN was worth about \$6 billion a year.
- ✓ The most viewed sports leagues on TV in the U.S. (from most to least viewed) are football (NFL), baseball (MLB), basketball (NBA), hockey (NHL), and soccer (MLS).

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: sporting events and tickets, sports merchandise, sports memorabilia, cable sports packages, transportation, entertainment, 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	Dwelling Type	Occupation	Hobbies & Interests
Gender	Education Level	Marital Status	Event(s) Attended
Geography	Language Spoken	Presence of Children	
Ethnicity	Income	Buying Habits	

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