

U.S. Smokers Mailing List

Total Universe: **27,50,573**

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

Description Summary

There is still a huge population of people nationwide who are smoking. This accurate, up-to-date database of self-proclaimed smokers in the United States can help you reach your target market. You can connect with these candidates through postal, telephone, and email marketing. These consumers are broken up by age, location, hobbies, and much more.

How Our Data is Compiled

Our U.S. Smokers 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

- ✓ 15% of adults 18+ smoked cigarettes in 2015.
- ✓ About 13% of these adults were women, and 17% men.

Recommended Usage

The individuals in this group are ideal targets for a variety of consumer offers, including discounted cigarettes, cigars, e-cigarettes, hookah, as well as quitting-related products such as gum, 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	Geography	Income	Type of Smoking Device
Gender	Home Owner	Smoking Brand	

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