

Upcoming Young Drivers

Total Universe: **69,28,064**

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

Description Summary

The teenage years are a time when teens learn higher-thinking skills and apply them to gain a sense of independence. One of the most exciting milestones for any teenager is getting their learner's permit and starting to drive. Is your brand looking to connect with teenagers who are about to start driving? Let's face it households with teen drivers are actively in the market for a wide range of products. While their immediate wants may include the newest electronics and the latest fashion trends, household needs now require driving lessons, safety classes, vehicle insurance options, and in some instances, an additional vehicle.

How Our Data is Compiled

Our new and pre licensed drivers database combines a wide range of sources to deliver the most accurate list of teens in the country. The names on the list are compiled from self-reported sources including proprietary responder sites, newsletters and public sources. The data is then enhanced with demographic and lifestyle information from the AmeriList US Consumer Database. The entire database is updated monthly using NCOA (National Change of Address) processing.

Consider the Facts

- ✓ Parents of new drivers want the safest cars, and the best insurance premiums.
- ✓ New teen drivers require driver's education, not typically provided within their school system.
- ✓ Many young drivers are actively researching colleges to attend.

Recommended Usage

These households are excellent targets for insurance providers, driving schools, and pre-owned car sales trying to reach prospects by direct mail, email or telemarketing. Offers can also be extended into brand marketing toward households with young adults, including, yet not limited to gas cards, debit cards, gift cards, college recruiting, scholarship opportunities, tutoring services and more.

Sample Mail Piece Required

Inquire

Market Type

Consumers

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)

Name
Address
Email Address

Telephone Numbers
Individual Age
Gender

General Interests
Household Income
Buying Habits

Grade Level
Graduation Year

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