

Vegan Consumers Mailing List

Total Universe: **8,61,005**

Base Rate: **\$90.00/M**

Description Summary

These consumers are conscious about their health, animals, and the environment. Being vegan is becoming increasingly popular. It is a movement that encourages people to use only vegan-friendly products. Many of these individuals are also looking for vegan versions of non-vegan foods, especially meat and dairy products. They also believe in only using beauty products that cruelty-free and are not tested on animals. In addition to being vegan, these consumers may also be passionate about other causes as well. Don't miss out on this valuable group of dedicated consumers.

How Our Data is Compiled

Our Vegan Consumers 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

- ✓ There has been a 600% increase in people identifying as vegans in the U.S in the last three years
- ✓ In 2014, only 1% of Americans claimed to be vegan – in 2017, that number rose to 7%

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: health food stores, vegan brands, cruelty-free brands of many products, vegan restaurants, 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
Gender
Ethnicity

Income
Geography
Gender

Donors
Hobbies & Interests
Dwelling Type

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