

# Vegetarians Mailing List

Total Universe: **15,54,471**

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

## Description Summary

When it comes to food, there is a wide variety of preferences among Americans today. There are people who do all kinds of diets and meal plans. But there is a large population of consumers who don't CONSUME any meat. These animal-friendly, health-conscious individuals are very likely to respond to a plethora of offers regarding health, pets, fitness, and much more. Our data is updated monthly to ensure accuracy and deliverability. Grow your business by reaching targeted prospects who are already interested in what you have to offer.

## How Our Data is Compiled

Our Vegetarians 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

- ✓ About 3.2% of adults in the U.S. consider themselves vegetarians
- ✓ Statistically, more women are vegetarians than men

## Recommended Usage

This mailing list is recommended for a variety of offers, including, but not limited to: health food stores, meat alternative foods, gluten-free foods, fitness, travel, animal rights organizations, pet stores, 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       | Ethnicity       | Occupation     | Presence of Children |
| Gender    | Education Level | Dwelling Type  | Hobbies & Interests  |
| Geography | Income          | Marital Status | Buying Habits        |

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