

Wine Lovers Mailing List

Total Universe: **2,28,65,012**

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

Description Summary

Whether you're looking to announce a new bar or restaurant, release a new wine, or introduce a new travel experience, this database will help you pinpoint wine lovers according to your target market. By using either phone, direct mail, or email, you can increase your customer base and boost your ROI. These consumers are willing to spend money for the finer things in life. These wine lovers can be sorted by many different selects, such as age, income, gender, marital status, and more. Since these consumers have an expendable income, they are great prospects for many different offers.

How Our Data is Compiled

Our Wine Lovers 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

- ✓ The average wine drinker has an income of \$65,000 or more per year.
- ✓ Merlot is the most popular wine in the United States.

Recommended Usage

Our Wine Lovers mailing list is the perfect solution for companies looking to advertise to wine lovers, such as wine producers, travel offers, wine offers, credit card offers, apparel offers, gourmet gift basket offers, 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
Geography

Income
Occupation
Lifestyle

Hobbies
Marital Status
Presence of Children

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