

# Women in Charge Mailing List

Total Universe: **32,03,301**

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

## Description Summary

These women have the authority and power to make decisions on behalf of their organizations and are not afraid to do so. If you are trying to target top-level female executives and business owners, this targeted mailing list could be highly beneficial to you. Women are quickly rising up ranks within organizations both large and small. They are no longer being looked over for senior leadership roles and many are going out and starting their own businesses. If you are trying to market to these top-level female executives, utilize our mailing, phone, and email list.

## How Our Data is Compiled

Our Women in Charge 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

- ✓ Venture firms with a woman partner are more than three times as likely to invest in companies with women CEOs.
- ✓ There are just over 9 million women-owned companies in the United States.

## Recommended Usage

This women in charge database would be useful for marketers such as business publications, technology offers, commercial property owners, financial advisors, 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  
Net Worth

Credit Score  
Donors  
Lifestyle

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