

Active Dieters Mailing List

Total Universe: 39,753,500

Base Rate: \$65.00/M

Phone Rate: +\$10/M

Description Summary

The Active Dieters Mailing List is a powerful resource for marketers looking to reach highly engaged, health-conscious consumers. These individuals are committed to achieving and maintaining a healthier lifestyle, and they view weight loss as a long-term personal journey rather than a short-term fix. They actively seek out products and services that support their wellness goals, including nutrition programs, fitness solutions, supplements, and health-related subscriptions. This audience is receptive, motivated, and willing to invest in tools that help them stay on track. Whether you're promoting weight-loss products, healthy food options, or wellness services, this database connects you with consumers who are already taking steps toward better health and are eager to discover what's next on their path to success.

How Our Data Is Compiled

Our Active Dieters Mailing List is built from a wide range of trusted sources, both online and offline, including consumer surveys, self-reported data, fitness program memberships, and verified purchase histories of diet and weight loss products. To ensure accuracy, we update our lists monthly through USPS® National Change of Address (NCOA) and CASS Certification.

Consider The Facts

- The U.S. weight loss market is valued at over \$75 billion
- Consumers spend an average of \$300+ per month on health and wellness.
- 72% of consumers say they prioritize health and wellness more now than they did a year ago

Recommended Usage

This mailing list is ideal for marketers and brands targeting health-conscious consumers actively pursuing weight loss and wellness goals. It's a perfect fit for companies offering weight-loss products, nutritional supplements, fitness programs, healthy meal delivery services, wellness apps, personal coaching, or any product designed to support a healthier lifestyle.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Presence of Children

Marital Status
Credit Score
Ethnicity
DOB

Job Title
Buying Habits
Household Income
Religious Affiliation

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Lifestyle Surveys, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners.

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