

# Affluent Recreation & Leisure Mailing List

**Total Universe: 8,892,344**  
**Base Rate: \$85.00/M**

## Description Summary

With financial stability comes the freedom to participate in many types of recreational activities, like traveling, shopping, going to the theatre, and more. These consumers have made credit card purchases related to recreation and leisure, and have a higher-than-average household income. This mailing list is perfect for various marketing campaigns that are specifically targeted to this demographics. You can reach these affluent consumers by mail, phone, or email. Our data is updated monthly to ensure accuracy and deliverability.

## How Our Data Is Compiled

Our Affluent Recreation & Leisure 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.

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: travel agencies, jewelry stores, designer labels, retail stores and apps, restaurants, hotels, casinos, and much more.

## Consider The Facts

- 29% of affluent consumers in the U.S. claimed they spent \$50,000 or more on leisure travel in the year 2017
- In 2016, affluent Americans spent about \$375 on sports, recreation and exercise equipment.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Ethnicity

Dwelling Type  
Education Level  
Income  
Occupation  
Buying Habits

Marital Status  
Presence of Children  
Hobbies & Interests  
Credit Cards  
Lifestyle

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$425.00

## 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