

Affluent Bilingual Hispanic Households Mailing List

Total Universe: 5,438,775
Base Rate: \$85.00/M

Description Summary

AmeriList's Affluent Hispanic Bilingual household database includes homeowners that have a household income of \$75,000 or more, live in a single-family home, and have indicated that Spanish is their preferred language of choice within their bilingual household. Being the largest minority group in the U.S., it is a great opportunity for marketers to reach this demographic for various offers. Our data is updated monthly to ensure accuracy and deliverability.

How Our Data Is Compiled

Our Affluent Bilingual Hispanic Households 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.

Consider The Facts

- The U.S census bureau of population estimates that there are approximately 54 million Hispanics in the U.S., which is roughly 17% of the population.
- By 2060, it is estimated that this demographic will grow to 129 million, or 31% of the U.S population.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: real estate, travel, insurance, finance, entertainment, retail, restaurants, technology, automobiles, education, healthcare, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Ethnicity

Ethnicity
Income
Dwelling Type
Lifestyle

Occupation
Marital Status
Presence of Children
Buying Habits

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