

African American Senior Pet Owners

Total Universe: 585,205

Base Rate: \$65/M



Description Summary

For more than 20 years, Senior Source List has specialized in direct mail & telemarketing lists geared toward reaching Boomers, active adults and seniors. Our data has helped thousands of companies reach the prospects they need to improve their bottom line. The Senior Source African-American Seniors with Pets file is unique because it consists of over 500,000 households over 50, whose assets, income and willingness to spend make them excellent prospects for a various pet-related offers.

How Our Data Is Compiled

Our African American Senior Pet Owners Database 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

- For seniors, pets can help reduce stress, lower blood pressure, increase social interaction and physical activity and help them learn
- Dog walking, pet grooming, and even petting provide increased physical activity that strengthens the heart, improves blood circulation, and slows the loss of bone tissue

Recommended Usage

This list is ideal for any marketer who is trying to reach African American seniors with pets. This database would be useful for pet stores, grooming companies, pet food companies, toy companies, pet apparel companies carpet and furniture cleaning, exterminators and veterinary services, and much more. This targeted list can be used for direct marketing to help businesses looking to make contact with animal lovers.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Lifestyle
Income
Marital Status

Ethnicity
Presence of Pets
Buying Habits
Hobbies

Market Type

U.S. Consumers/Individuals

List Channels

Postal, Telemarketing, Email

Source

Compiled, Direct Response

Geography

Domestic U.S.

Output Options

Electronic, Printed

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

Inquire

Reuse

Inquire

Cancellation

Inquire

Sample Mail Piece Required

Yes

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

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