

American Radio Listeners

Total Universe: 2,904,558
Base Rate: \$95.00/M

Description Summary

Are you tuned in to your marketing strategy? With our Radio Listeners mailing list, you can reach consumers who have opted in to an online radio program. These consumers care about staying up-to-date with the latest news, sports, entertainment, and other topics. Reaching this group of people could benefit your marketing campaign with a variety of offers, such as subscriptions, apps, and more. Get in touch with radio listeners with our accurate database by mail, phone, or email.

How Our Data Is Compiled

Our American Radio Listeners 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: electronics, radio subscriptions, magazine subscriptions, podcasts, news apps, and much more.

Consider The Facts

- In 2018, about 57% of Americans were listening to online radio
- Pandora is the biggest online radio company in the United States by a significant margin, with an average active sessions figure in the millions.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Ethnicity

Education Level
Income
Occupation
Buying Habits

Marital Status
Presence of Children
Hobbies & Interests
Lifestyle

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$475.00

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