

Asian American Household Database

Total Universe: 3,386,838

Base Rate: \$65.00/M

Description Summary

With background selections such as Chinese, Japanese, Korean, Indonesian, Vietnamese, Thai, Filipino, Laotian, and more, this file offers the most accurate and up-to-date postal, phone, and email data, as well as the ability to tailor specific offers to individuals with certain interests. These consumers are perfect candidates for many types of offers and have a high value on family and heritage. This database is perfect for marketers looking to reach out to Asian American households for a variety of industries.

How Our Data Is Compiled

Our Asian American Mailing List 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

- The U.S. Asian population grew about 72% between 2000 and 2015
- No single country-of-origin group dominates the Asian American population

Recommended Usage

This mailing list is recommended for many types of offers, including, ethnic books, publishers, catalogs, ethnic restaurants, specialty food stores, scholarship services, music catalogs, car dealerships, fundraisers and much more!

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, 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

Popular Selections (for additional selections please inquire)

Age
Gender
Country of Origin

Geography
Income
Occupation

Marital Status
Presence of Children
Dwelling Type
Buying Habits

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