

Beach Bums Database



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Total Universe: 2,013,433

Base Rate: \$85.00/M

Description Summary

Surf's up, is your ROI? If you're looking to reach consumers whose happy place is the beach, look no further than AmeriList's Beach-Goers Database. These individuals are always looking for travel accommodations, deals on beach and resort activities, food, and much, much more. Get access to the most accurate database on the market, and reach these beach-goers by mail, phone, or email. Don't miss out on this responsive group of consumers!

How Our Data Is Compiled

Our Beach Bums 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 most popular beach in the country is Venice Beach, CA.
- According to research, 68% of families in the U.S. have taken a beach vacation

Recommended Usage

This mailing list is recommended for many types of offers and businesses, such as hotels, restaurants, entertainments, cruise lines, resorts, beach accessories, bathing suits, sunscreen, 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
Geography
Dwelling Type

Ethnicity
Income
Net Worth
Hobbies & Interests

Occupation
Marital Status
Presence of Children
Buying Habits

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

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