

# Catalog Shoppers Mailing List



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**Total Universe: 12,118,405**

**Base Rate: \$85.00/M**

## Description Summary

Catalog shoppers are always looking for great deals, coupons, and rebates to utilize when purchasing various items. These responsive consumers are great candidates for many industries trying to promote their services and products. This mailing list will bring your business targeted prospects that are interested in purchasing all sorts of items. This list is updated monthly to ensure all of our clients receive the most accurate and up-to-date information for their mailing, telemarketing, and email campaigns. Don't miss out on this valuable group of prospects!

## How Our Data Is Compiled

Our Catalog Shoppers 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

- In 2016, about 9.8 billion catalogs were mailed to consumers
- About 100.7 million consumers made catalog purchases in 2016

## Recommended Usage

This mailing list is recommended for a multitude of industries and offers, including, but not limited to, apparel, appliances, groceries, designer labels, jewelry, entertainment, electronics, technology, home décor, furniture, office supplies, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Occupation  
Marital Status

Presence of Children  
Presence of Pets  
Age(s) of Children  
Buying Habits  
Hobbies & Interests

## 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

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

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