

# DIYers - Improvement, Design, & Repairs

**Total Universe: 4,475,982**

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

## Description Summary

From spackling a hole in the wall, to painting the whole exterior of your house, DIYers are taking on home projects from start to finish. This makes them perfect candidates for all types of instruction, supplies, inspiration and much more when it comes to incorporating new construction, designs, and fixes. You can reach DIY prospects by mail, phone, or email with our complete database. Our data is updated every month to ensure accuracy and deliverability to our clients.

## How Our Data Is Compiled

Our DIYers - Improvement, Design, and Repair 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

- Although saving money does play a factor, our recent survey of DIYers shows that only 39% of DIYers are doing it specifically to save money
- 52% of DIYers are 24 to 44 years old which means the majority of DIYers are from two different generations: Millennials and Gen X. Most DIYers in this age range are taking on DIY projects because of a life changing event such as buying a home, getting married or having a child

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: home improvement magazines, TV networks, retail stores, tools, supplies, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Occupation  
Hobbies & Interests

Marital Status  
Presence of Children  
Presence of Pets  
Buying Habits

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$425.00

## 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