

Grandparents Mailing List



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Total Universe: 4,771,371

Base Rate: \$65.00/M

Description Summary

There is nothing like a grandparent's love! Get in touch with grandparents with the most accurate, up-to-date mailing list available on the market today. These grandparents are eligible for a multitude of promotions, offers, and information for a variety of products and services. Updated monthly, this database is the most complete collection of postal, phone, and email data for companies marketing to grandparents. Get in touch with Grandmas, Grandpas, Nanas, Papas, and more!

How Our Data Is Compiled

Our Grandparents 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

- About 1/3 of adults are grandparents
- About 77% of grandparents are married

Recommended Usage

The consumers included in this mailing list would be great candidates for a variety of offers, such as travel, entertainment, insurance, healthcare, real estate, and 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

Ethnicity
Hobbies
Net Worth

Dwelling Type
Marital Status
Buying Habits

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

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