

Teen Gamers Database



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Total Universe: 1,160,360

Base Rate: \$85.00/M

Description Summary

Did you come to play? Enhance your marketing strategy by utilizing our Teen Gamers Database. Get in touch with skilled, passionate teenage video game enthusiasts who are always looking for new games to play, new equipment, accessories, and more. This complete mailing list contains data that allows you to filter by segments such as age, gender, and even type of video game console. Between Playstation 1,2, and 3, Xbox / Xbox 360, GameCube, Nintendo, Wii, GameBoy, and more, we can provide you with data on over a million teenagers playing on these machines. Don't miss out on this popular and growing group of young consumers!

How Our Data Is Compiled

Our Teen Gamers 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

- 74% of teenagers who play video games in the U.S. are 13-14 years old, while 70% are 15-17
- According to a study conducted in 2015, 72% of teenagers play video games regularly

Recommended Usage

This mailing list is recommended for many types of offers, such as gaming console companies, video game accessories, internet/wifi providers, online gaming, entertainment and electronic stores, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Hobbies & Interests
Lifestyle

Type of Gaming
Console

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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