

# U.S. Smokers Mailing List



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**Total Universe: 2,750,573**

**Base Rate: \$65.00/M**

## Description Summary

There is still a huge population of people nationwide who are smoking. This accurate, up-to-date database of self-proclaimed smokers in the United States can help you reach your target market. You can connect with these candidates through postal, telephone, and email marketing. These consumers are broken up by age, location, hobbies, and much more.

## How Our Data Is Compiled

Our U.S. Smokers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: 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. The list is also CASS certified to ensure further accuracy.

## Consider The Facts

- 15% of adults 18+ smoked cigarettes in 2015
- About 13% of these adults were women, and 17% men

## Recommended Usage

The individuals in this group are ideal targets for a variety of consumer offers, including discounted cigarettes, cigars, e-cigarettes, hookah, as well as quitting-related products such as gum, patches, 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  
Home Owner

Income  
Smoking Brand  
Type of Smoking Device

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

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