

# Vegan Consumers Mailing List

**Total Universe: 861,005**

**Base Rate: \$90.00/M**

## Description Summary

These consumers are conscious about their health, animals, and the environment. Being vegan is becoming increasingly popular. It is a movement that encourages people to use only vegan-friendly products. Many of these individuals are also looking for vegan versions of non-vegan foods, especially meat and dairy products. They also believe in only using beauty products that cruelty-free and are not tested on animals. In addition to being vegan, these consumers may also be passionate about other causes as well. Don't miss out on this valuable group of dedicated consumers.

## How Our Data Is Compiled

Our Vegan Consumers 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

- There has been a 600% increase in people identifying as vegans in the U.S in the last three years
- In 2014, only 1% of Americans claimed to be vegan - in 2017, that number rose to 7%

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: health food stores, vegan brands, cruelty-free brands of many products, vegan restaurants, and more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Hobbies & Interests  
Donors

Occupation  
Marital Status  
Presence of Children  
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: \$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