

# Vision-Impaired Database



Visit us online at [amerilist.com](http://amerilist.com)

**Total Universe: 2,660,807**

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

## Description Summary

Get your marketing strategy into clear focus! You don't have to have 20/20 vision to see that this targeted database would help your business significantly/ With the Vision-Impaired Database, you will have access to the most accurate data available on the market today. These consumers are always looking for ways to either improve or manage their vision issues, like poor eyesight, astigmatism, near-sightedness, far-sightedness, glaucoma, cataracts, and more. Don't miss out on reaching these individuals with a variety of offers today.

## How Our Data Is Compiled

Our Vision-Impaired 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

- 24.4% of adults 18-24 wear contact lenses
- Americans spend more than \$15 billion each year on eyewear

## Recommended Usage

This mailing list is recommended for a variety of offers, such as ophthalmology, optometry, eyeglass companies, contact lens companies, surgeons, laser facilities, 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  
Income  
Occupation

Eye Condition  
Glasses/Contact Wearer  
Presence of Children  
Buying Habits

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

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