

# Wave Seekers™ Mailing List

**Total Universe: 823,451**

**Base Rate: \$125.00/M**

## Description Summary

Wave Seekers™ Mailing List is a high-response, niche marketing database featuring the nation's most passionate and engaged surfers. This exclusive direct marketing list includes individuals who are highly active in the surfing community and live the surf lifestyle year-round. Whether they're riding waves on the weekend or traveling to international surf destinations, these consumers are ideal prospects for a wide range of surfing-related offers. This powerful mailing list and email list includes access to postal, email, and phone data, allowing for targeted, multi-channel outreach. Each record can be customized by demographics, geography, and behavioral selects to ensure precision targeting.

## How Our Data Is Compiled

The Wave Seekers™ database is compiled from a blend of proprietary consumer lifestyle data, online behavioral signals, event participation records, magazine and subscription lists, purchase history, and opt-in surveys, all focused on the surfing community. Additional insights are gathered from coastal retail purchases, surf travel bookings, and social engagement around surf-related content. Each record is enhanced with demographic and geographic data and validated through USPS NCOA, CASS certification, and email hygiene protocols to ensure accuracy and deliverability across all channels. This multi-source approach guarantees a high-quality, niche audience of highly engaged, surf-obsessed consumers.

## Consider The Facts

- A significant portion of this audience takes 1–3 surf-focused trips per year.
- Surfing enthusiasts spend an average of \$1,200–\$3,000 annually on surfing-related products, including gear, apparel, travel, and events.

## Recommended Usage

Ideal for promoting surfboards, wetsuits, beachwear, coastal apparel, outdoor gear, surf-focused travel packages, oceanfront real estate, health and wellness products, and adventure experiences, this audience responds well to personalized, multi-channel campaigns. With access to postal, email, and phone data, marketers can craft targeted outreach that speaks directly to the interests and habits of passionate surfers, whether they're weekend warriors or globe-trotting wave chasers.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Email

Buying Habits  
Income  
Net Worth  
Cell Phone

Language Spoken  
Travel  
Lifestyle Interests  
Home Market Value

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Online & Offline Self-Reported Survey Data,  
Subscribers, Purchase Activity

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$625.00

## 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

Yes

## 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