

# Ethnic America Database

Total Universe: 92,619,504  
Base Rate: \$65.00/M



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

## Description Summary

The Amerilist Ethnic America database gives you access to the most accurate and comprehensive mailing list on the market today of consumers by ethnic background. This list contains valuable information for marketers such as buying habits, demographics and lifestyle and gives you the ability to contact these ethnic consumers through email, direct mail or by telephone. In the US we have one of the most racially/ethnically diverse population there is. In recent years we have seen a tremendous growth within the Hispanic population and other ethnic groups. If your brand caters towards a specific ethnic population trust Amerilist to help you connect with these active consumers.

With the United States being one of the largest melting pots for ethnicity, you're sure to need direction when marketing to US Individuals. With our database, you can choose from more than 31 different ethnic groups to make sure that your information gets into the hands of the correct customers. By using this diverse database you're able to reach out to distinct ethnic group catering directly to their cultural background. Don't waste time or money, start using our database today to reach your next best new customer.

## How Our Data is Compiled

Our data is compiled using more sources than any other consumer ethnicity database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Magazine Subscriptions, as well as Real Estate Deed & Transaction Data. 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

- About 12% of the U.S. population are African Americans.
- About 17% of the U.S. population are of Hispanic origin
- By 2020, over half of the nation's children will be part of a minority group or ethnic race, expected by the U.S. Census.

## Recommended Usage

Our Amerilist Ethnic America mailing list is perfect for credit cards, entertainment, books, automotive, general merchandise, consumer catalogs, computers, telecommunications, health, electronics, travel, insurance, retail, self-improvement and more..

### List ID

ALD 138

### Market Type

U.S. Consumer

### List Channels

Postal, Telemarketing

### Source

Direct Response

### Output Options

Electronic, Printed

### Update Cycle

Monthly

### Minimum Order

Quantity: 5000  
Price: \$375

### Net Name

Inquire

### Exchanges

Inquire

### Reuse

Inquire

### Cancellation Charges

Inquire

### Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

## Popular Selections (for additional selections please inquire)

Age  
Homeowner

Language Spoken  
Income

Gender  
Marital Status

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