

# Golfers USA Mailing List

Total Universe: 13,781,456

Base Rate: \$85.00/M



**AmeriList**<sup>TM</sup>  
Direct Marketing Solutions

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

## Description Summary

Did you know: Golfers make up one of the largest consumer spending groups in the country! As a whole they spend millions of dollars each year on traveling and participating in golf tournaments, as well as purchasing the latest golf essentials and course memberships. The AmeriList Golfers USA marketing database is one of the most responsive and selectable golfing enthusiast mailing lists on the market today. The individuals in this database travel far and wide to seek out new courses, events and tournaments. These golfers are also willing to pay big bucks to keep up with new equipment trends, golf apparel trends and more. Our golfers mailing list will give you access to these prospects via phone, mail and email allowing you to reach this affluent group via multiple marketing channels. You're direct marketing campaign is sure to be a hole-in-one when utilizing the golfers mailing list!

## How Our Data is Compiled

Our Golfers in the U.S mailing list is compiled using multiple sources including: Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Compiled Lists and Controlled Circulations. This responsive list of golfers and golf enthusiast is enhanced with demographic and lifestyle data from our national consumer database making it more selectable than any other golfers marketing list on the market.

## Consider the Facts

- The male to female ratio of US golfers is 73% to 27%.
- The average age of the US golfer is 40.
- US golfers collectively spend approximately \$76 million per year on golf related products and services.
- 73% dine out once a week or more
- Golfers have an average household income of \$95,000

## Recommended Usage

Elite HN Golfers are targets for high ticket items and luxury goods including: high end cars, boats, designer clothing and jewelry, investment opportunities, magazine offers, credit card, travel and much more.

## Sample Mail Piece Required

## Popular Selections (for additional selections please inquire)

Age  
Ethnicity  
Home Owner

Presence of Children  
Phone Number  
Credit Card Holders

HH Income  
Education  
Online Buyers

## Market Type

U.S. Consumers

## List Channels

Postal, Email, Telemarketing

## Source

Lifestyle Questionnaires, Memberships, Online & Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Controlled Circulations

## Output Options

Printed, Electronic

## Update Cycle

Monthly

## Minimum Order

Quantity: 5000  
Price: \$425

## Net Name

Floor: 85%  
Minimum Quantity: 50,000  
Run Charges: \$7.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Commission

A 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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 • 845.362.6737 • [info@amerilist.com](mailto:info@amerilist.com)