

SilverCircle Responders Database



Total Universe: 8,561,474

Base Rate: \$85.00/M

Description Summary

Tap into one of the most responsive senior audiences in direct marketing. The SilverCircle Responders Database features a meticulously curated list of active, value-driven consumers, primarily aged 65 and older, who have consistently responded to direct mail campaigns across a wide range of categories. These are seasoned buyers who consistently respond to offers across key categories such as health and wellness, insurance, charitable causes, home services, and senior lifestyle products. They value quality, trust established brands and are motivated by meaningful offers that align with their needs. Whether you're promoting Medicare solutions, mobility aids, financial services, or nonprofit initiatives, the SilverCircle Responders Database offers a proven path to reach older Americans who are ready to act.

How Our Data Is Compiled

The SilverCircle Responders Database is built using a carefully curated mix of sources, including self-reported surveys, mail-order purchase activity, direct mail responders, and subscribers to senior-targeted magazines and publications. This multi-sourced approach ensures broad coverage of the senior market across various interest and product categories. All records are routinely verified and updated through NCOA (National Change of Address) and CASS processing, and the file is backed by a 95% deliverability accuracy guarantee, providing marketers with a trusted and campaign-ready data asset.

Consider The Facts

- Nearly 80% of seniors check their mail daily, and over 65% have made a purchase or donation as a result of receiving a direct mail offer.
- 72% of seniors prefer direct mail over digital communication when receiving offers from brands.

Recommended Usage

The SilverCircle Responders Database is an excellent resource for marketers looking to connect with a mature, responsive audience. Ideal for promoting a wide range of products and services, this file is well-suited for companies in industries such as health and wellness, Medicare and supplemental insurance, mobility and medical equipment, home services, financial planning, subscription-based services, and charitable organizations.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Homeowner Status
Income
DOB
Cell Phone

Net Worth
Buying Habits
Lifestyle Interests
Marital Status

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: \$425.00

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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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