

African American Mail Order Buyers



Visit us online at amerilist.com

Total Universe: 3,969,854

Base Rate: \$65.00/M

Description Summary

Are you ready to promote your business by mail order or catalog? If you're looking to reach mail order buyers who are African American, look no further than AmeriList's African American Mail Order Buyers list. With the most accurate data on the market, you will get access to over 3 million consumers who shop using mail orders and catalogs. By segmenting through a variety of demographics and psychographics, your direct marketing campaign could benefit greatly. These consumers are eligible for many different offers and are responsive to coupons, catalogs, promotions, and more.

How Our Data Is Compiled

Our African American Mail Order Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: 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. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2016, 30% of people reported that a catalog drove them online to shop
- People found catalogs the most interesting type of standard mail, surpassing newspapers and magazines by 31%

Recommended Usage

The African American Mail Order Buyers database is ideal for many different offers, such as clothing, appliances, restaurants, local businesses, sports equipment, travel, insurance, technology, entertainment, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Home Owner

Home Value
Income
Marital Status
Presence of Children

Renter
Credit Cards
Buying Habits
Hobbies & Interests

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

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