

African American Seniors Mailing List

Total Universe: 3,735,583
Base Rate: \$65/M



Description Summary

The African American Seniors mailing list can help many companies target a specific audience. The individuals on this list are currently retired or are planning their retirements. After years of making financial decisions and saving money, these seniors are great candidates for many offers. Gathered from a variety of sources, Senior Source List keeps the African American Seniors database accurate and up-to-date.

How Our Data Is Compiled

Our African American Seniors Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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

- Compared to the national average, African American seniors are more than twice as confident that their quality of life will get much or somewhat better in the next five to 10 years
- Boomers are estimated to outspend other generations by approximately \$400 billion a year

Recommended Usage

This African American Senior mailing list could be useful to many types of companies. Many industries such as insurance, retail, healthcare, travel, entertainment, and more could benefit from this database.

Market Type

U.S. Consumers

List Channels

Postal, Telemarketing, Email

Source

Self-Reported

Output Options

Electronic, Printed

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

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age	Ethnicity	Interests
Gender	Home Owner	Length of Residence
Geography	Income	Marital Status
		Presence of Children

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

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