

American Lifestyle Gardening Product Buyers Mailing List

Total Universe: 6,764,107
Base Rate: \$65.00/M

Description Summary

Plant that marketing seed and watch your business grow! With a sprinkle of data, you can reach consumers and business owners who are dedicated to tending to many types of gardens. Many of these horticulturists are business owners who sell their plants or own a farm or nursery. Other gardeners in this market are just at-home gardeners who enjoy taking care of and growing their own veggies, flowers, and other plants. This direct mailing list is a multi-source database incorporating transactional data provided by several major resources available in the direct marketing industry. These gardeners are targeted through mail, email, and phone.

How Our Data Is Compiled

Our American Lifestyle Gardening Product 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

- 74% of all U.S. households participated in lawn and garden activities in 2016
- Sales of natural and organic lawn and garden supplies reached \$475 million in 2014

Recommended Usage

From roses to radishes, these gardeners could be great candidates for many types of offers, such as gardening tools, outdoor furnishings, fertilizers, greenhouse supplies, gardening apparel, gardening magazines or subscriptions, home and garden retail stores, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Occupation
Geography

Donors
Ethnicity
Home Owner
Income

Interests
Length of Residence
Marital Status
Presence of Children

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