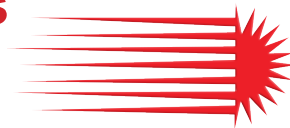


# American Lifestyle Silver Surfers Mailing List



**SENIOR  
SOURCE LIST**  
*an AmeriList company*

**Total Universe: 37,916,857**

**Base Rate: \$65/M**

## Description Summary

Now more than ever, older adults are using the Internet to keep in touch socially, shop, and much more. Staying connected is important to these consumers, and targeting this group could be greatly beneficial for many industries. By expanding your reach to these consumers, you are accessing a database of seniors that are using the Internet, possibly searching for a service or product that your company offers. Digital marketing is a huge component in achieving and maintaining success in today's world, so companies who are marketing to seniors online would find great value in having postal, phone, and email data for these consumers.

## How Our Data Is Compiled

Our American Lifestyle Silver Surfers 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

- There are approximately 7.6 million senior internet surfers in the U.S.
- As of 2017, 4 in 10 seniors now own smartphones, doubling from 2013

## Recommended Usage

This mailing list would be useful for a multitude of marketers, such as travel offers, online retailers, healthcare providers, retirement communities, technology offers, vision and hearing companies, and many more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Marital Status  
Net Worth  
Credit Score

Internet User  
Donors  
Buying Habits  
Online Purchases

## Market Type

U.S. Consumers

## List Channels

Postal, Telemarketing, Email

## 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

Please Inquire

## Sample Mail Piece Required

Please Inquire

## 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

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