

# American Lifestyle Bedding & Bath Products Mailing List

**Total Universe: 2,143,601**  
**Base Rate: \$85.00/M**

## Description Summary

Dreaming of wrapping yourself in a fuzzy towel after a shower, or snuggling under the covers? Whether it's a necessity or comfort item, everyone makes purchases for bedding and bathroom products for their homes. This targeted mailing list provides information for individuals who have made purchases in retail stores, received catalogs, are new movers, gift buyers, and more. These consumers care about the functionality and appearance of the essential rooms in their homes.

## How Our Data Is Compiled

Our American Lifestyle Bedding & Bath Products 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

- We spend about 1/3 of our lives in bed
- The global market for bed and bath linen is projected to exceed \$85 billion by 2022

## Recommended Usage

This Bedding and Bath Products mailing list would be useful to numerous types of retail stores, manufacturers, magazines, online markets, interior designers, contractors, home décor providers, and more. Connect with bedding and bath product shoppers by utilizing targeted information provided by this database.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Donors

Ethnicity  
Home Owner  
Income  
Interests

Length of Residence  
Marital Status  
Political Party  
Presence of Children

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

### Market Type

U.S. Consumers

### List Channels

Postal, Email & Telemarketing

### 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 Charges

Please Inquire

### Commission

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