

# CEOs and Business Owners at Home Mailing List



Direct Marketing Solutions

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**Total Universe: 4,753,114**

**Base Rate: \$65.00/M**

## Description Summary

There is a large population of CEOs and business owners who are working from home. These days, it seems like there are new start-ups every day, and these entrepreneurs are becoming hugely successful in their positions. People working from their homes are great candidates for a variety of offers from different industries. This particular group of people are higher-level business executives that are in charge of other employees and managers. This accurate, up-to-date database of business owners at home will improve your marketing strategy.

## How Our Data Is Compiled

Our CEOs at Home 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 over 38 million home-based businesses in the U.S.
- More than \$427 billion per year is made by home-based businesses

## Recommended Usage

The CEOs and business owners at home mailing list could be beneficial to many marketers, including office supply companies, software, technology, travel, automobile, insurance, financial, and other offers.

### 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

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Income

Net Worth  
Occupation  
Donors  
Marital Status

Presence of Children  
Lifestyle  
Hobbies

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

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