

Cable TV Subscribers

Total Universe: 32,526,367

Base Rate: \$85.00/M

Description Summary

Ready for the next episode of your marketing strategy? With our Cable TV Subscribers database, you can get access to mailing, telemarketing, and email information pertaining to consumers who watch and subscribe to cable in their homes. These prospects are eligible for many types of offers and are regularly responsive to advertisements and promotions. Our data is updated monthly, and is known for being accurate and high-quality, to ensure that you are getting the best data out there.

How Our Data Is Compiled

Our Cable TV Subscribers 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. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2016, cable TV generated about \$52 million from advertising and program revenue, and an additional \$26.2 from air time revenue
- In 2017, FOX generated about 111 million viewers during the Superbowl.

Recommended Usage

This mailing list is recommended for a variety of businesses and offers, such as, televisions, TV accessories, sound systems, living room furniture, DVR and recording technology, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Dwelling Type

Ethnicity
Income
Net Worth
Length of Residence
Donors

Occupation
Marital Status
Presence of Children
Buying Habits
Hobbies & Interests

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

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