

Crafts and Sewing Enthusiasts Mailing List

Total Universe: 42,086,134

Base Rate: \$65.00/M

Description Summary

Craft your way to success with the most accurate and up-to-date data on the market. This list contains highly responsive individuals who are learning about, or participating in, various crafts and sewing projects, as well as needlework and quilting. They are also interested in what's new and hot in the industry. They may be making special items for family and friends or to sell in a small business, and may also be interested in the different tools and supplies needed for these types of projects. With postal, phone, and email data, you can enhance your direct marketing strategy and connect with these creative consumers!

How Our Data Is Compiled

Our Crafts and Sewing Enthusiasts 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, spending in the U.S. by crafters was over \$7 million
- According to a survey, about 63% of Americans had participated in either a craft or hobby within the last year

Recommended Usage

This database is recommended for many offers, such as craft stores, art suppliers, schools, camps, apparel, technology, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Dwelling Type
Occupation
Income

Presence of Children
Buying Habits

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