

Cruise Lovers Mailing List



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Total Universe: 16,066,439

Base Rate: \$65.00/M

Description Summary

When it's time to get away, many people decide to board a cruise ship for an unforgettable, luxurious experience. The cruise enthusiast database is made up of U.S. consumers that have taken cruises to various destinations for their vacations. These people love all of the activities that a cruise ship has to offer. Whether it's laying by the pool, exploring a beach, scouting out a Caribbean port, or watching the icebergs go by, these consumers have chosen to spend that time on a cruise ship. By utilizing this demographic-rich database, you can reach out to prospects that will grow your sales.

How Our Data Is Compiled

Our Cruise Lovers 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

- The worldwide cruise market is estimated at \$39.6 billion
- The cruise industry is the fastest-growing sector of the leisure travel market

Recommended Usage

Our Cruise Lovers database should be used for cruise travel offers, cruise ship companies, discounted family vacations, credit offers, magazine subscriptions, travel agencies, and more.

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
Occupation

HH Income
Marital Status
Presence of Children

Credit Score
Geo of Destination
Phone

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

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