

# Disney Product Buyers

**Total Universe: 6,003,801**

**Base Rate: \$95.00/M**

## Description Summary

You don't have to wish upon a star to have a successful direct marketing campaign! It isn't such a small world after all - we can provide you with targeted prospects most likely to purchase your product or service. These consumers have purchased Disney merchandise, park tickets, hotel visits, entertainment tickets, and much more. If this is your business's target demographic, this list is perfect for you. You can reach these Disney buyers by mail, phone, or email.

## How Our Data Is Compiled

Our Disney Product Buyers 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.

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: travel, amusement parks, hotels (especially near Disney parks!), movies and music, restaurants, and much more.

## Consider The Facts

- In 2018, the Disney company generated about \$59 billion
- Disney's media network business is the most profitable division of the company, accounting for over 40% of Disney's total global revenue in 2018, i.e., The Disney Channel, ESPN, History, Lifetime, A&E, FYI, and LMN

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Ethnicity

Education Level  
Income  
Occupation  
Buying Habits

Marital Status  
Presence of Children  
Age(s) of Children  
Hobbies & Interests  
Lifestyle

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$475.00

## 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