

Energetic Runners & Joggers



Visit us online at amerilist.com

Total Universe: 2,741,071

Base Rate: \$85.00/M

Description Summary

Bring your direct marketing strategy to the finish line! This list of active Americans is comprised of people who love the energetic feeling they get when running. Many run daily and are very involved in their sport. To be a runner or jogger, you don't have to be a professional athlete or an Olympic champion - to be a successful runner, you just need motivation. They range in age groups, social status, income, and more. If you are trying to reach health-conscious consumers who are passionate about one running, you've come to the right place. Being involved in running makes these consumers eligible for various products and services. Get access to the most accurate and up-to-date mailing, telemarketing, and email lists for your next campaign!

How Our Data Is Compiled

Our Energetic Runners & Joggers 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

- Nearly 80% of American runners continue to run to stay healthy or to stay in shape
- More than 30,000 running events take place in the U.S. every year, including 5k, 10k and 8K/5 mile races as well as half-marathons and marathons

Recommended Usage

This database is recommended for many types of offers, such as sports equipment, sporting events, running apparel / shoes, accessories, marathons, fundraisers, entertainment, travel, and more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Ethnicity

Income
Occupation
Hobbies & Interests
Marital Status

Presence of Children
Buying Habits
Running Events Attended

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

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