

Equestrian Sports Spectators & Enthusiasts



Total Universe: 4,162,397

Base Rate:

Description Summary

Start galloping into success with AmeriList's Equestrian Sports Spectators and Enthusiasts database. The consumers included in this database are fans of horseback riding, polo matches, horse racing, and attending events related to equestrian sports. This mailing list is perfect for various events that hold equestrian sports, merchandise, equipment and accessories, and much more. These horse lovers are highly responsive, and are open to receiving offers that will help them continue their love of equestrian sporting events. This list is updated every month to help you achieve success in your direct mail, telemarketing, or email campaign.

How Our Data Is Compiled

Our Equestrian Sports Spectators & 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

- The horse industry generates approximately \$39 billion in the U.S.
- This industry supports about 1.4 million jobs

Recommended Usage

This mailing list is recommended for various offers and promotions, such as equestrian publications, equipment, accessories, horse races, entertainment venues, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Donors

Ethnicity
Income
Net Worth
Lifestyle

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

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