

# Fitness Fanatics Mailing List



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**Total Universe: 15,865,347**

**Base Rate: \$65.00/M**

## Description Summary

Are you ready to pump up your direct marketing strategy? Whether it be dedicated gym-goers, hikers, surfers, marathon runners, athletes, or personal trainers, these people are always looking for ways to step up their game and try new fitness-related exercises and adventures. If your company caters to individuals who are fitness fanatics, this mailing list is essential for your marketing campaign. Because their lives revolve around healthy habits, these prospects are ideal for any type of offer that promotes exercise and/or a healthy lifestyle. This list is based upon previous purchases, subscription lists, lifestyle surveys and more, indicating that these candidates are highly responsive, due to the fact that every prospect on this list has either purchased fitness-related offers or has opted in to find out more information about fitness offers.

## How Our Data Is Compiled

Our Fitness Fanatics 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

- In 2017, there were over 5 billion health club, gym, and studio visits in the U.S.
- People who are physically active tend to live longer and have lower risk for heart disease, stroke, type 2 diabetes, depression, and some cancers. Physical activity can also help with weight control, and may improve academic achievement in students.

## Recommended Usage

This Fitness Fanatics mailing list can be used for all types of fitness offers such as health/fitness newsletters, fitness magazines, credit card offers, fitness/gym memberships, financial offers, fitness classes, health food stores, fitness machines, weights, fitness apparel, vitamins and protein supplements, personal training, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Income  
Occupation

Lifestyle  
Buying Habits  
Marital Status  
Presence of Children

## 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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