

Generation X Mailing List



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Total Universe: 40,102,335

Base Rate: \$85.00/M

Description Summary

Our Generation X consumer database contains highly responsive consumer data for print and direct mail marketing, as well as digital marketing. This file consists of consumers born between the early to mid '60s until around 1980. This group of prospects is ethnically diverse and well-educated, and have seen a huge growth of technology in their childhoods and adult lives. Reaching this generation opens huge doors in terms of marketing, as these consumers are great candidates for a variety of products and services. Get in touch with Generation X with the most accurate and complete mailing list on the market.

How Our Data Is Compiled

Our Generation X 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

- People from Generation X currently make up about 25% of the U.S. population
- According to the U.S. Department of Labor, Gen. X outspends all other generations when it comes to housing, clothing, eating out, and entertainment

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, such as real estate, finance, insurance, travel, restaurants, entertainment, political campaigns, healthcare, and much, much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Dwelling Type
Donors

Ethnicity
Income
Education Level
Lifestyle
Political Party

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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