

Gun Owners Mailing List



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Total Universe: 5,011,362

Base Rate: \$65.00/M

Description Summary

Target gun owners in your range of marketing prospects with the most accurate and up-to-date data in the industry. These consumers are responsive to many types of offers, and currently own registered firearms in their homes. Many of these candidates enjoy other outdoor activities, and would be likely to respond to many types of offers and promotions. The data included in the Gun Owners Mailing List can be segmented by a variety of demographics, such as age, gender, ethnicity, location, occupation, and more. This information can be useful for direct mailing campaigns, as well as telemarketing and email campaigns.

How Our Data Is Compiled

Our Gun Owners 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

- About ¼ of Americans own all guns in the U.S.
- There are about 270 million civilian firearms in America

Recommended Usage

This database is recommended for many marketers, such as firearm manufacturers, NRA associates and affiliates, target shooting ranges, hunting equipment sellers, retail, and more.

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

Popular Selections (for additional selections please inquire)

Age
Gender
Ethnicity
Geography

Education Level
Marital Status
Presence of Children

Political Party
Donors
Buying Habits

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

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