

# LGBT Americans Mailing List



Visit us online at [amerilist.com](http://amerilist.com)

**Total Universe: 12,607,744**

**Base Rate: \$85.00/M**

## Description Summary

If your business is looking to market products or services to LGBT Americans, this database will benefit you significantly. Those identifying themselves within the Lesbian, Gay, Bisexual, or Trans communities are included in this mailing list, with accurate contact information updated regularly to ensure success! These consumers are eligible for many types of offers and market types. If your business is not marketing to these individuals, you may be missing out on a highly responsive group of consumers.

## How Our Data Is Compiled

Our LGBT Americans Mailing List is derived from state-licensed information as well as 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

- Young Adults are more likely to identify themselves as LGBT
- Approximately 3.5% of Americans identify as lesbian, gay, or bisexual, while 0.3% identify as transgender

## Recommended Usage

This database is recommended for a variety of offers, such as travel, clothing, finance, technology, real estate, entertainment, automobiles, healthcare, insurance, and much 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  
Geography

Ethnicity  
Occupation  
Income

Dwelling Type  
Marital Status  
Presence of Children  
Buying Habits

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

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