

Latin Music & Entertainment Fans Mailing List

Total Universe: 3,628,357

Base Rate: \$100.00/M

Description Summary

Spice up your direct marketing campaign! These individuals listen to genres like Salsa, Bossa Nova, Forro, Reggaeton, Cumbia, Merengue, Bolero, Bachata, Tejano, Latin Rock, etc. This comprehensive file consists of individuals whose native language is Spanish, are bilingual, as well as English speakers who are passionate about Latin music and entertainment. They are extensive consumers of media, enjoying things like Spanish language networks, foreign films, U.S. Spanish language films, Latin American magazines, and newspapers. Our data is updated monthly to ensure accuracy and deliverability for your next mail, phone, or email marketing campaign!

How Our Data Is Compiled

Our Latin Music & Entertainment Fans 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

- In 2016, the Latin music industry generated about \$1.16 billion in the United States
- In the U.S., telenovelas have become more popular than American soap operas

Recommended Usage

This database is recommended for a variety of offers, such as television networks, entertainment venues, music and TV accessories and equipment, merchandise, online apps, 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
Country of Origin

Ethnicity
Income
Net Worth
Education Level

Occupation
Marital Status
Presence of Children
Buying Habits

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