

# Mac Users - Consumers Mailing List



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**Total Universe: 841,007**

**Base Rate: \$275.00/M**

## Description Summary

When it comes to technology, the marketing opportunities are infinite. The individuals included in this database are Mac OS Users. These consumers prefer the Mac interface rather than the Windows interface. Known for its up-to-date trends and visuals, Apple products are purchased all over the world. This group of prospects is highly responsive to deals and offers relating to getting the newest Apple products, as well as a huge variety of other products and services. Our data is updated monthly to ensure accuracy and deliverability.

## How Our Data Is Compiled

Our Mac Users - Consumers 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

- According to a study, 21% of laptop owners want to switch from a Windows PC to a Mac, while only 2% of Mac laptop owners want to switch to a PC.
- As of August 2019, Apple has 30.51% of the U.S. market share for Operating Systems

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: new Apple products, iOS apps, design and editing software, music offers, entertainment, travel, automobiles, real estate, and more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Ethnicity

Dwelling Type  
Net Worth  
Income  
Education Level

Occupation  
Marital Status  
Presence of Children  
Buying Habits  
Hobbies & Interests

## Market Type

U.S. Consumer

## List Channels

Postal

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 10,000

Price: \$2750.00

## 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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

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