

Male High Rollers Mailing List



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Total Universe: 567,884

Base Rate: \$80.00/M

Description Summary

Don't leave your marketing strategy up to the luck of the draw! Reach men who are high rollers at casinos, spending time, money and energy into winning at tables, slots, and more. These consumers are regularly participating in gambling activities and taking advantage of VIP amenities from casinos. This accurate data is updated monthly to ensure success, complete with postal, telemarketing, and email information for men throughout the company who are considered high rollers. Get in touch with these responsive consumers today!

How Our Data Is Compiled

Our Male High Rollers 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

- Casinos in the United States made about \$450 billion in 2016
- High rollers make up about 90% of total gaming revenue

Recommended Usage

This database is recommended for many offers, such as travel, automobile, hotels, casinos, online gambling, real estate, jewelry, apparel, 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
Education Level

Ethnicity
Income
Net Worth
Occupation

Credit Score
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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