

Music Enthusiasts

Total Universe: 10,440,561

Base Rate: \$85.00/M



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Description Summary

Signed, Sealed, and Delivered! The consumers included in this database are album downloaders, concert-goers, merchandise buyers, and overall music lovers. These individuals are great candidates for a lot of different products, services, and events. Our targeted data allows our clients to reach the exact prospects they are searching for. Get in touch with music enthusiasts, and get your marketing groove on.

How Our Data Is Compiled

Our Music Enthusiasts 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 2018, the live and recorded music industry in the U.S. generated about \$20 billion.
- 51% of U.S. adults report that they listen to music every single day, and 20% reports listening 2 or 3 times a week.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: bands and music tours, merchandise, new albums, headphones, musical instruments, DJ equipment, stereos, 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: \$425.00

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
Income
Net Worth

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

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40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com