

# Passionate NASCAR Fans Mailing List

**Total Universe: 3,214,561**

**Base Rate: \$95.00/M**

## Description Summary

Rev up your direct marketing engine! With our new database, you will get postal, phone, and email access to fans who are passionate about racing, driving, and everything related to NASCAR. Many of these fans are so loyal, most of them know every driver, car, and sponsor, and often have a lot of fan merchandise and products. These consumers are eligible for a variety of offers, and are highly responsive to promotions and ads for anything NASCAR. Many of these consumers plan their weekends around race coverage. Going to the racetrack is known as one of their favorite pastimes. Get access to this targeted group of consumers by mail, phone, or email.

## How Our Data Is Compiled

Our Passionate NASCAR 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

- The annual revenue generated by NASCAR is about \$3 billion
- An average race attendance is 99,853 fans

## Recommended Usage

NASCAR fanatics are excellent candidates for NASCAR fan gear, auto repair and maintenance products, credit card offers, racing publications, travel products, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Income  
Occupation  
Education Level

Dwelling Type  
Hobbies / Interests  
Buying Habits  
Marital Status

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

## 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