

# Renters Mailing List



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**Total Universe: 3,845,982**

**Base Rate: \$85.00/M**

## Description Summary

Reach renters who are always on the move! Apartment dwellers are the ideal candidates for new home purchases. These individuals have a fast pace and tend to buy products that can keep up with their busy schedules. This new Renters database has an enormous variety of demographics and psychographics to choose from. This file is enriched with renters who are great candidates for such offers as credit cards, traveling, banks, clothing store, magazines, and more. These individuals tend to live a fast paced life and need certain products keep up with their busy schedules. Don't miss out on this valuable group of consumers who are eager to make many purchases both in stores and online.

## How Our Data Is Compiled

Our Renters 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

- Out of all U.S. households, about 33% are rented
- The top 3 cities with the most rented dwellings are New York, NY, Boston, MA, San Francisco, CA

## Recommended Usage

This mailing list is recommended for a variety of industry offers, such as real estate, insurance, finance, travel, entertainment, technology, and 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

Ethnicity  
Income  
Occupation  
Marital Status

Presence of Children  
Buying Habits  
Hobbies & Interests  
Education Level

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

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