

Road Trip Enthusiasts

Total Universe: 11,400,845

Base Rate: \$65.00/M

Description Summary

Take your direct marketing campaign to the next level with our Road Trip Enthusiasts mailing list. These highway-driving, interstate-cruising, state-hopping travelers are great candidates for a huge variety of offers and deals. These consumers are always looking for hotel accommodations, restaurants, car accessories, gas, and much much more. Don't miss out on a great group of prospects for your next mailing, telemarketing, or email marketing campaign.

How Our Data Is Compiled

Our Road Trip 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 2016, 39% of all vacations taken by U.S. travelers were road trips
- The leading two reasons that people take road trips, according to research, are the flexibility of being able to stop along the way, and of being able to pack whatever and however much people want to take in the car.

Recommended Usage

This mailing list is recommended for many types of offers and businesses, such as hotels, restaurants, entertainments, gas companies, car accessories and parts, portable electronics, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Ethnicity

Dwelling Type
Income
Occupation
Marital Status
Credit Score

Presence of Children
Net Worth
Type of Vehicle
Hobbies & Interests
Buying Habits

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

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