

# Satellite TV Dish Owners

**Total Universe: 7,696,919**

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

## Description Summary

Is your marketing strategy sending out the right signals? If you use AmeriList's Satellite TV Dish Owners database, you can take your direct mail, telemarketing, or email campaign to the next level. By utilizing this mailing list you can reach specific consumers that own a satellite dish in their homes. These customers are perfect candidates for various products and services, including other types of cable to try and compete with the dish companies. This list is updated every month to assure our clients that they are getting the highest-quality list.

## How Our Data Is Compiled

Our Satellite TV Dish Owners 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

- Two of the most popular satellite TV companies are Dish Network and DirecTV
- In 2015, Dish Network had a 14.1% share of the U.S. pay TV market, while DirecTV owned 19.8%
- According to research, more older people own a satellite dish than the younger generation

## Recommended Usage

This mailing list is recommended for a variety of promotions and offers, such as satellite competitors, cable providers, TV brands and stores, electronics, apps, and more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Hobbies & Interests  
Language Spoken

Occupation  
Marital Status  
Presence of Children  
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