

Senior Veterans with Grandchildren Mailing List

Total Universe: 585,213

Base Rate: \$90.00/M

Description Summary

Veteran grandparents have experienced both a troubled and good economy during their lifetime. Investments, college funds, education and insurance are some of the most important things grandmothers and grandfathers want for their grandchildren. They have served their country, understand good discipline, and care about the future and well-being of the future generation. Not only do they purchase toys and games for their grandchildren, but also know the importance of a giving them a good education, financial security, investments, life insurance, and more. This file allows you to select by specific age, gender and household income; in addition to single grandmothers and grandfathers who are responsive consumers who contribute the most to their grandchildren's future.

How Our Data Is Compiled

Our Senior Veterans with Grandchildren 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

- About 2/3 of all veterans are senior citizens (55+)
- About 1/3 of adults are grandparents

Recommended Usage

This mailing list is recommended for many types of offers, such as travel, entertainment, finance, insurance, education, healthcare, and more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Child's Age
Household Income
Net Worth
Marital Status

Dwelling Type
Branch of Military Served
Buying Habits
Hobbies & Interests

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