

Skiing and Snowboarding Enthusiasts

Total Universe: 5,300,564

Base Rate: \$85.00/M

Description Summary

Glide into success with our Skiing and Snowboarding Enthusiasts database. These adventure-lovers are great candidates for offers from resorts, mountains, equipment companies, and much more. These consumers are always looking for great deals for their thrilling hobbies, as well as other interests. Our mailing list provides data that is updated every month to ensure accuracy and deliverability. Take your direct marketing campaign to the next level by reaching skiers and snowboarders by mail, phone, or email.

How Our Data Is Compiled

Our Skiing and Snowboarding 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 2017, there were about 14 million skiers in the U.S. and 7.56 snowboarders
- The state of New York has the highest number of operating ski areas in the U.S.

Recommended Usage

This mailing list is recommended for skiing and snowboarding mountains, resorts, skiing equipment and accessories, snowboarding equipment and accessories, lodges, skiing and snowboarding instructors, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Income
Dwelling Type
Hobbies & Interests

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