

Suburban Seniors



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Total Universe: 1,642,508

Base Rate: \$85.00/M

Description Summary

These senior consumers are living a peaceful life in the suburbs, away from the hustle and bustle of city life, and perhaps are enjoying retirement in their Golden Years. They are great prospects for direct mailing, telemarketing, and email campaigns. Seniors are more active now than ever, and spend lots of time shopping in person, and even online. Some seniors live in retirement communities in the suburbs, which creates an even larger market for the area you may be targeting. They are responsive and appreciate good deals and quality products and services. Our data is updated monthly to ensure accuracy and deliverability for our clients.

How Our Data Is Compiled

Our Suburban Seniors 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

- Between 2000 and 2016, the amount of seniors living in lower-density neighborhoods increased from about 8 million to about 14 million.
- The number of communities with a majority of older population more than tripled in size between 2000 and 2016

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: insurance, healthcare, entertainment, travel, hearing aids, vision products, medications, mobility equipment, real estate, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Dwelling Type
Net Worth
Presence of Grandchildren

Language Spoken
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

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

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