

Tobacco Users Mailing List



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Total Universe: 4,862,448

Base Rate: \$65.00/M

Description Summary

Even though most people are aware of its health risks, tobacco use is still alive and well today. Between cigarettes, cigars, pipes, chewing tobacco, and more, there is still a large population of people to be able to market to. These individuals are perfect candidates for many different offers, and are responsive, due to the fact that this list contains data pertaining to people who responded that they use tobacco and have opted for information.

How Our Data Is Compiled

Our Tobacco Users Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: 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. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- The tobacco industry spends billions of dollars each year on cigarette advertising and promotions
- There are approximately 40 million adults still smoking cigarettes in the U.S.

Recommended Usage

The tobacco users mailing list is highly recommended for industries marketing to smokers and tobacco users, such as smoking devices, lighters, breath spray, as well as quitting-related products like gum, medication, patches, and more.

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

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Income

Net Worth
Marital Status
Presence of Children
Occupation

Lifestyle
Buying Habits
Type of Tobacco product purchased

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

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