

VIVA Hispanic Pet Owners



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Total Universe: 1,540,521

Base Rate: \$85.00/M

Description Summary

Having a pet means having another member of your family. These Hispanic individuals own dogs, cats, fish, birds, hamsters, you name it! Market to this constantly-growing population to make the most out of your marketing campaign! These consumers are always buying food, toys, shelters, and more for their little fur-babies and other pets. Our data is sourced from a variety of sources, directories, and purchasing behaviors. Segment your data by age, gender, income, and more. This file is updated monthly to ensure accuracy, so you reach the Hispanic households you are looking for, with deliverability guaranteed.

How Our Data Is Compiled

Our VIVA Hispanic Pet 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

- Close to 70% of Hispanic households are pet owners and almost half of those own at least one dog
- Approximately 44% of all households in the United States have a dog, and 35% have a cat

Recommended Usage

This mailing list is recommended for many types of industries and offers, including but not limited to food and supplies, articles, breeder directories, rescues, pet-friendly resorts etc.

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

Language Spoken
Marital Status
Presence of Children
Type of Pet

Buying Habits
Occupation
Dwelling Type
Age(s) of Children

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

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