

# Vegetarians Mailing List



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**Total Universe: 1,554,471**

**Base Rate: \$85.00/M**

## Description Summary

When it comes to food, there is a wide variety of preferences among Americans today. There are people who do all kinds of diets and meal plans. But there is a large population of consumers who don't CONSUME any meat. These animal-friendly, health-conscious individuals are very likely to respond to a plethora of offers regarding health, pets, fitness, and much more. Our data is updated monthly to ensure accuracy and deliverability. Grow your business by reaching targeted prospects who are already interested in what you have to offer.

## How Our Data Is Compiled

Our Vegetarians 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 3.2% of adults in the U.S. consider themselves vegetarians
- Statistically, more women are vegetarians than men

## Recommended Usage

This mailing list is recommended for a variety of offers, including, but not limited to: health food stores, meat alternative foods, gluten-free foods, fitness, travel, animal rights organizations, pet stores, and much 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  
Education Level

Ethnicity  
Income  
Dwelling Type  
Hobbies & Interests

Occupation  
Marital Status  
Presence of Children  
Buying Habits

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

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