

Yoga Lovers - Yogis Mailing List

Total Universe: 2,428,449

Base Rate: \$85.00/M

Description Summary

Find your inner peace by utilizing our Yoga Lovers list for your next direct marketing campaign. Yogis are great candidates for many types of promotions, products, and services. As a group that is looking to relax, as well exercise and stay active, having access to this mailing list opens a lot of doors for marketers to reach them. Get in touch with these yoga enthusiasts by direct mail, phone, or by email. These consumers are responsive to ads that interest them. Our data is updated every month to ensure that you have the most accurate information available on the market.

How Our Data Is Compiled

Our Yoga Lovers - Yogi 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

- As of 2016, about 28% of all Americans have practiced yoga at some point in their lives
- In 2015, yogis spent about \$16 billion on yoga clothing, equipment, classes, and accessories. (Up from \$10 billion in 2012)

Recommended Usage

This mailing list is recommended for yoga studios, gyms and fitness centers, fitness classes, dance studios, exercise equipment, health food stores, yoga and active-wear, yoga mats, 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: \$425.00

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
Lifestyle

Ethnicity
Income
Dwelling Type
Education Level

Occupation
Marital Status
Presence of Children
Buying Habits
Hobbies & Interests

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