

American Performing Arts & Entertainment



visit us online at amerilist.com

Total Universe: 4,946,732

Base Rate: \$85.00/M

Description Summary

Looking to help Theater fans add another Play Bill to their collection? Now, with the help of the AmeriList American Performing Arts & Entertainment database, you can reach individuals who enjoy spending their disposable income on Broadway shows. Individuals in our American Performing Arts & Entertainment are established professionals that have ample leisure time and money to spend on entertainment. These individuals also enjoy the finer things in life making them the perfect audience for a wide range of luxury offers.

How our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data. 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

- Americans spend more money on going to the theater than any other form of entertainment
- Despite economic downturn, Americans are still regularly attend stage performances
- Americans spend 8% of their annual earnings on entertainment
- The average age of Theater & Entertainment fans is 37

Recommended Usage

The AmeriList American Performing Arts and Entertainment Master File is excellent for vacation offers, catalogs, live music entertainment, Broadway and off-Broadway performances and other luxury offers.

Popular Selections (for additional selections please inquire)

Age	\$10.00/M	Presence of Children	\$10.00/M	1 Month Hotline	\$5.00/M
HH Income	\$5.00/M	Gender	\$10.00/M	Lifestyle	\$5.00/M
Marital Status	\$5.00/M	Ethnicity	\$5.00/M	Arts and Entertainment	No Charge

Market Type

U.S. Consumer

List Channels

Postal & Telemarketing

List ID

ALD270

Source

Lifestyle questionnaire, Controlled circulation, Opt-in e-mail, Internet/On-Line, Direct response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$425.00

Net Name

Floor: 85%

Minimum Quantity: Inquire

Run Charges: Flexible

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

All orders canceled after shipping will be billed at 50% of the original order, in addition to any applicable shipping charges.

Commission

A 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 Lists • List Management • List Brokerage • Data Processing

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