

Upcoming Young Drivers

Total Universe: 6,928,064

Base Rate: \$85.00/M



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Description Summary

The teenage years are a time when teens learn higher-thinking skills and apply them to gain a sense of independence. One of the most exciting milestones for any teenager is getting their learner's permit and starting to drive. Is your brand looking to connect with teenagers who are about to start driving? Let's face it households with teen drivers are actively in the market for a wide range of products. While their immediate wants may include the newest electronics and the latest fashion trends, household needs now require driving lessons, safety classes, vehicle insurance options, and in some instances, an additional vehicle.

How Our Data is Compiled

Our new and pre licensed drivers database combines a wide range of sources to deliver the most accurate list of teens in the country. The names on the list are compiled from self-reported sources including proprietary responder sites, newsletters and public sources. The data is then enhanced with demographic and lifestyle information from the Amerilist US Consumer Database. The entire database is updated monthly using NCOA (National Change of Address) processing.

Recommended Usage

These households are excellent targets for insurance providers, driving schools, and pre-owned car sales trying to reach prospects by direct mail, email or telemarketing. Offers can also be extended into brand marketing toward households with young adults, including, yet not limited to gas cards, debit cards, gift cards, college recruiting, scholarship opportunities, tutoring services and more.

Consider the Facts

- Parents of new drivers want the safest cars, and the best insurance premiums.
- New teen drivers require driver's education, not typically provided within their school system.
- Many young drivers are actively researching colleges to attend.

Sample Mail Piece Required

Market Type

U.S. Consumers/Individuals

List Channels

Postal, Email & Telemarketing

Source

Self-Reported, Public Record and Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5000

Price: \$375.00

Net Name

Inquire

Exchanges

Inquire

Reuse

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

20% commission will be paid to registered agencies and brokers.

Popular Selections (for additional selections please inquire)

Name	Telephone Numbers	General Interests	Grade Level
Address	Individual Age	Household Income	Graduation Year
Email Address	Gender	Buying Habits	

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

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