



## African American | Email & Postal

### United States - Over 6,558,234 records

The African American consumer has an annual disposable income of over \$535 billion dollars. Defined as a discerning buyer, African Americans continue to demonstrate tremendous brand loyalty to the products and services of companies that acknowledge their existence and advertise to them directly. Advertising to the African American consumer is 50% more effective than general market ads in stimulating sales.

#### Selects

##### Sport Lifestyle:

Email	Postal	Price
Bicycling 627,351	970,228	\$15/M
Camping/Hiking 114,06	4228,272	\$15/M
Fishing 285,160	507,092	\$15/M
Physical Fitness 741,416	1,110,729	\$15/M
Golfing 57,032	147,901	\$15/M
Hunting/Schooling 138,017	359,330	\$15/M
Running/Jogging 1,045,396	1,420,040	\$15/M
Skiing 152,275	221,548	\$15/M
Sailing 302,049	553,283	\$15/M
Tennis 412,341	625,211	\$15/M

##### Cultural Lifestyle:

Email	Postal	Price
Interest in Art 145,432	279,618	\$15/M
Book reading 112,923	174,327	\$15/M
Art events 120,337	398,013	\$15/M
Environmental 53,610	141,619	\$15/M
Bible interest 2,840,763	3,214,255	\$15/M

##### Travel Lifestyle:

Email	Postal	Price
Domestic (US) Travel 384,396	498,286	\$15/M
Foreign Travel 349,466	487,583	\$15/M

##### Leisure Lifestyle:

Email	Postal	Price
Automotive interest 418,044	740,855	\$15/M
Casino/Gambling interest 1,515,589	1,935,747	\$15/M
Community/Civic Work 1,621,983	1,819,565	\$15/M
Collectibles 301,727	496,729	\$15/M
Crafts interest 249,807	331,819	\$15/M
Diet/Weight Control 1,519,332	1,642,754	\$15/M
Gardening 234,401	370,851	\$15/M
Gourmet food/Cooking 1,008,896	1,161,517	\$15/M
Health/Natural Foods 1,976,728	2,148,568	\$15/M
Motorcycling 226,417	569,597	\$15/M
Needlework 248,089	476,535	\$15/M
Pet Owners (can break-out) 879,129	963,391	\$15/M
Photography 723,542	994,756	\$15/M
Stamps & Coins 950,153	1,172,002	\$15/M
Stock/Bond Investing 358,735	425,887	\$15/M
Sweepstakes 1,854,098	2,277,360	\$15/M

##### Additional Selects: City, State, Zip, SCF

##### Pricing

CPM: \$110

Maintenance: Monthly

Deliverability: 100% Guaranteed

Minimum Order: 5,000 records

Email Data Source: Internet/Online/Web Registration

Postal Data Source: Compiled

\*A \$50.00 flat cancellation fee will apply to all cancelled orders. Orders cancelled after original mail date must be paid in full.