



## 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		
114,064	228,272	\$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

##### 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

##### Travel Lifestyle

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

#### PRICING & GENERAL INFO

**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.