

Description Summary

Reach over 3.2 million Hispanic Seniors through the Senior Source providing you, the marketer with a unique opportunity to target this segment of the population. These seniors are looking for convenient products and services that will make their life easier. This list is growing monthly and is constantly being processed to ensure accuracy. Don't waste time using other lists that don't perform. Grab hold of this list today and let it take your senior marketing to the next level. If your product is geared towards Senior Latinos, then this list is essential to your marketing efforts. They are great prospects for travel, time shares, healthcare & insurance.

How our Data is Compiled

Our multi-sourced Latino Senior database is derived from a wide range of sources including Yellow Pages, Public and Proprietary Sources, White Pages, self-reported consumer responses, and more.

Consider the Facts

- By 2019, Hispanics will be the largest percentage of any 65+ race in America.
- Currently, Hispanics are the largest minority in America.

Recommended Use

This list can be used for a variety of things such as subscriptions to Hispanic magazines or stores/eateries, clothing, financial offers, credit offers, insurance, etc...

Market Type

U.S. Consumers

List Channels

Postal, Telemarketing

Source

Multi Sourced, Public and Proprietary Sources, Buyers, Credit Cards, Directories, Compiled lists

Output Options

Electronic , Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$350.00

Net Name

Please Inquire

Exchanges

Please Inquire

Reuse

Please Inquire

Sample Mail Piece Required

Cancellation Charges

Please Inquire

Commission

A standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Individual Age	Ethnicity	Dwelling Type	Gender
HH Income	Homeowner / Renter	Presence of Children	

Contact Your Senior Source Representative For More Information: 800.882.9930