

Spanish Lifestyle

Postal Universe	2,872,485	\$95/M
Monthly Hotline	247,928	+\$10/M

Spanish Lifestyle from AWI bring you the Hispanic American market which is a prime audience that most advertisers are trying to reach! America is now one of the largest Spanish speaking countries in the world. Sending the right message and marketing to the Spanish speaking consumer in their native language is much more effective than the general market ads to stimulate sales.

AWI brings you the Spanish Lifestyle file universe is predominately parents with children. These hard working, family oriented consumers that have credit and have taken advantage of Bank and Retail credit offers to increase their financing and borrowing power. They are interested in financial, retail offers, catalogs, credit cards, cultural offers, publications, insurance and much more! As this population continues to grow, this market segment will continue to have a significant impact on the American economy and cultural landscape.

Be first in the mailbox with AWI and send your Bilingual or Spanish offer today!

¡Sé el primero en el buzón con AWI y envía hoy tu oferta bilingüe o en español!

AWI is your multi-channel solutions partner, your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly or weekly and published quarterly. Please inquire about usage.

Visit us at andrewswharton.com for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED

4/1/2021

Counts updated monthly, published quarterly.

SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$5/M
Gender/Sex	\$5/M
Age	\$10/M
Income	\$10/M
Spanish Speaking	\$10/M
Credit Score	\$25/M

ADDRESSING

EMAIL/FTP \$50/F

MINIMUM ORDER QUANTITY

Postal Universe 15,000

NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

REUSE AVAILABLE

Minimum Reuse Order 7,500

ADDITIONAL INFORMATION

% Female 57%

% Male 41%

Average Income \$44000

TRACKING CODE ID

NextMark ID 283569

SRDS ID 923804-0

Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required. Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs. Email orders cancelled after creative testing subject to \$150 cancellation fee per order.