



Satellite TV Subscribers by Marigold

Marigold's Satellite TV Subscribers file reaches media-engaged households with consistent spending on satellite television and home entertainment services.

SEGMENTS
4,064,450 TOTAL UNIVERSE / UNIVERSE RATE \$80/M

ID NUMBERS
MANAGER
NEXTMARK ID 241685
MIN ID 151282
SRDS ID
MEDIA TYPE
Consumer   
SOURCE
Direct response, Multi Sourced, Compiled lists
GEOGRAPHY
United States
OPT-IN
DATA CARD MAINTENANCE
LAST UPDATE 1st of the Month
NEXT UPDATE 1st of Next Month
UPDATE FREQUENCY Monthly

DESCRIPTION

Marigold's Satellite TV Subscribers file delivers a highly engaged audience of consumers who subscribe to satellite television services and demonstrate strong media consumption habits within the home. Built from comprehensive multi-source data, this file identifies households that value access to a wide range of entertainment, news, sports, and specialty programming, often investing in bundled services and premium content. These consumers exhibit consistent monthly spending behavior and are responsive to offers related to home entertainment, telecommunications, streaming services, consumer electronics, and household products. With established service relationships and a propensity to explore complementary or upgraded offerings, satellite TV subscribers represent a valuable segment for cross-sell, upsell, and competitive acquisition strategies. Leverage this targeted audience of Satellite TV Subscribers by Marigold now to drive measurable response and maximize ROI for your next campaign!

PROFILE

SELECTS	AVERAGE INCOME
AGE OF CHILDREN \$5/M	VALUE 0
AGE \$5/M	
ETHNICITY \$5/M	MINIMUM ORDER
MARITAL STATUS \$5/M	MINIMUM QUANTITY 0
HOTLINE \$5/M	MINIMUM PRICE \$500
DATE OF BIRTH \$5/M	COMMISSIONS
HOME OWNER \$5/M	BROKER 20%
GENDER/SEX \$5/M	AGENCY 15%
INCOME SELECT \$5/M	NET NAME ARRANGEMENTS
LIFESTYLE SELECT \$5/M	NET NAME IS NOT ALLOWED
GEO \$5/M	EXCHANGES
PHONE NUMBER \$5/M	EXCHANGE IS NOT ALLOWED
MANAGER	REUSE
Marigold Technologies	REUSE IS NOT ALLOWED
http://www.marigoldtech.com	CANCELLATION
GENDER	CHARGES \$0/M
MALE 0%	KEY CODING
FEMALE 0%	KEY CODING IS AVAILABLE
	CHARGES \$10/M
	ADDRESSING
	P/S LABELS \$20/M
	MAG TAPE \$50/F
	EMAIL \$50/F
	CHESHIRE LABELS \$20/M
	CD ROM \$50/F
	CARTRIDGE \$50/F
	FTP \$50/F
	3 X 5 CARDS \$20/M
	SPECIAL INSTRUCTIONS

CONTACTS

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