

Listopedia Consortium American Families

9,847,298	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

Reach American Families who have 1 or more children living in the home. This file also includes Expectant Mothers.

These consumers enjoy receiving offers about family living and have opted-in to receive this type of information.

Additional demographic information is available including age, gender, income, lifestyle interests, marital status, presence of children, age and number of children.

Recommended Usage: Test this file for apparel, children's toys, family travel, education, books and magazines, insurance, health & fitness and much more.

Special Instructions:

Minimum order is 10,000 records. Prepayment required for first time renters. Net terms available with approved credit. Turnaround time is 24-72 hours. Orders cancelled after email deployment or data processing require payment in full.

MAG List Code	TLC010
Minimum Order	10,000
List Type	Consumer
Opt-In	Confirmed Opt-In
Source	Internet/On-Line

SELECTS

Age	No Charge
Age of Children	No Charge
Ethnicity	No Charge
Gender	No Charge
Geography	No Charge
Homeowner	No Charge
Household Income	No Charge
Income	No Charge
Marital Status	No Charge
Lifestyle Select	No Charge
Monthly Hotline	No Charge
Presence of Children	No Charge

ADDRESSING

Additional Creative	\$250/F
CD Rom	No Charge
Electronic Fulfillment	No Charge
Email Testing	No Charge
Run Charge	\$10/M
Suppression <250K	\$300/F
Suppression >250K	\$500/F
Tracking	No Charge

Sample Mailing Piece Required

Manager

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