

Listopedia Consortium

Families with Children Living at Home

6,199,204	Total Universe/Base Rate	\$120/M
	Email	\$120/M
	Postal	\$120/M

The Families with Children Living at Home file consists of parents with 1 or more children in their lives. These subscribers take quite a bit of time on their computers searching for the newest games and the best prices.

These individuals are internet savvy individuals who have requested to receive information on a variety of consumer offers relating to their family.

Recommended Usage: Test this file for credit card offers, entertainment, family travel, children's apparel, education, toys, computer and video games and 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	TLC033
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
Gender	No Charge
Geography	No Charge
Home Owner	No Charge
Household Income	No Charge
Income	No Charge
Lifestyle Select	No Charge
Marital Status	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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