

AMERICA'S FOCUS ON CHILDREN

387,216 FAMILIES WITH CHILDREN \$70.00/M
 EMAIL ADDRESSES INQUIRE

THESE BUSY ON-THE-GO FAMILIES ARE INVOLVED IN ALL ASPECTS OF THEIR CHILDREN'S LIVES. FROM KIDS CLUBS, SCOUTING TO SOCCER MOMS, THESE FAMILIES SPEND MOST OF THEIR LEISURE TIME COACHING LITTLE LEAGUE, ATTENDING SPORTING EVENTS OR TRAVELING OUT OF TOWN TO ATHLETIC TOURNAMENTS. THESE FAMILIES ARE PRIME CANDIDATES FOR GAS EFFICIENT VEHICLES FOR HAULING KIDS AND EQUIPMENT, HEALTH INSURANCE, BOOKS AND MAGAZINES RELATING TO CHILD REARING, CHILDREN'S DECOR, ELECTRONICS AS WELL AS OFFERS OF FAMILY-ORIENTED VACATIONS.

GENDER: 50/50
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

SELECTIONS AVAILABLE AT \$10/M INCLUDE:

CHILD'S AGE RANGE:

0- 3 YEARS
 4- 6 YEARS
 7- 9 YEARS
 10-12 YEARS
 13-18 YEARS

NUMBER OF CHILDREN IN HOUSEHOLD
 GENDER OF CHILDREN IN HOUSEHOLD
 CHILDREN'S HIGH-END
 CHILDREN'S TOYS
 ETHNICITY
 GRANDCHILDREN
 CHRISTIAN PRODUCTS
 TEEN PRODUCTS
 PET IN HOUSEHOLD
 MAIL ORDER BUYER
 DONOR TO CHILDREN'S CAUSES
 MAIL ORDER BUYER OF CHILDREN'S PRODUCTS
 INCOME
 HOME OWNER
 OCCUPATION
 GRANDPARENTS PRESENT
 AGE OF ADULTS IN HOUSEHOLD
 NUMBER OF ADULTS IN HOUSEHOLD

SAMPLE REQUIRED

THRU: JANUARY 12
 NEXT: JULY 12

ALL ORDERS CANCELLED AFTER MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: PROPRIETARY DATABASE

SELECTIONS: STATE, SCF, ZIP \$6.00/M
 ELECTRONIC DELIVERY \$50.00

** USAGE **

STRONG NAT'L MUSEUM OF PLAY

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