

AMERICA'S FOCUS ON CHILDREN

12,927,748 FAMILIES WITH CHILDREN \$70.00/M

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 PRIDE 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 SELECTADDRESSING:
CD ROM
DISKETTE
MODEM/FTP

KEYING: \$2.00/M

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THRU: MAY 2010
NEXT: SEPTEMBER 2010

SELECTIONS AVAILABLE AT \$15/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

OTHERS - PLEASE INQUIRE

LIFESTYLE SELECTIONS AVAILABLE AT \$15/M INCLUDE:

MAIL ORDER BUYER

DONOR TO CHILDREN'S CAUSES

MAIL ORDER BUYER OF CHILDREN'S PRODUCTS

OTHERS - PLEASE INQUIRE

DEMOGRAPHIC SELECTIONS AVAILABLE AT \$10/M INCLUDE:

INCOME

HOME OWNER

OCCUPATION

GRANDPARENTS PRESENT

AGE OF ADULTS IN HOUSEHOLD

NUMBER OF ADULTS IN HOUSEHOLD

OTHERS - PLEASE INQUIRE

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
ZIP TAPE SET UP FEE	\$50.00
LIFESTYLE SELECTIONS	\$15.00/M
DEMOGRAPHIC SELECTIONS	\$10.00/M
CD ROM/DISKETTE	\$50.00
ELECTRONIC DELIVERY	\$50.00

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