

AMERICA'S FOCUS ON CHILDREN

13,327,575 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: OCTOBER 2009
NEXT: JUNE 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

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| 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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