

BYRUM FLEMING

Mailing List Brokerage and Management

82200B

www.byrumfleming.com

A+ AFFLUENT HOUSEHOLDS WITH CHILDREN

When children become part of their parents lives, it creates a new family and consumer buying dynamic. To help them provide a happy, nurturing environment, parents and grandparents spend whatever wealth they can to achieve this. As children grow, their needs change and more wealth spending occurs to accommodate what ever life phase they've entered. All are home owners with incomes of \$50K+. Age range of children within household is selectable. Whether marketing to moms, dads, grandmas or grandpas the A+ Affluent Household With Children list is the perfect place to start your direct mail, telemarketing or email campaign.

Total Database - 6,591,156

Available Selects \$8/M

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|---|---------|
| New Births - Month/Year of Birth | 987,676 |
| First Birth | 469,278 |
| Children's Book Buyers | 635,374 |
| Children's Music | 321,837 |
| Mail Order Buyer - Children's Apparel | 228,336 |
| Mail Order Buyer - Children's Toys | 211,888 |
| Mail Order Buyer - Children's Merchandise | 796,287 |
| Video Games | 899,128 |
| Family Movies | 762,970 |
| Children's Publications | 397,070 |
| Family Vacations | 881,312 |

Terms and Pricing

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|---------------|--------|-------------------|--------|-------------------|-------|
| List Rental | \$90/M | Telephone Numbers | \$35/M | Income Select | \$8/M |
| Minimum Order | 5000 | Recency (3 Mos) | \$20/M | Age Select | \$8/M |
| Email | \$50/F | Recency (6 Mos) | \$15/M | Gender Select | \$8/M |
| FTP | \$50/F | Key Coding | \$5/M | Geographic Select | \$8/M |

Brokers Welcome

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