

# BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

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## **AFFLUENT FAMILIES 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 they can to improve the quality of their children and grandchildren's lives. The individual consumers in the Affluent Families With Children list actively seek products and services to meet their children's needs because as they grow, their needs change and more spending must occur to accommodate what ever life phase their children have entered. These individual families have incomes of \$50K+, age range of children within household is selectable along with geographic selects and more. Whether marketing to moms, dads, aunts, uncles, grandmas or grandpas this list is the best starting place for your direct mail, telemarketing or email campaign.

### **Total Database - 7,134,247**

Available Selects \$8/M

Family Travel & Theme Parks	1,227,541
Children in Private Elementary Schools	1,367,112
Children in Private High Schools	1,512,003
Plays Sports	1,252,347
Photography Services	397,256
Birthday Club Members	558,991
Attends Camps	921,382
Plays Video Games	41,601
Children Participating in Music/Arts Clubs	59,322
Children Taking Lessons	43,918

### **Terms and Pricing**

List Rental	\$85/M	Telephone Numbers	\$35/M	Geographic Select	\$8/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Gender Select	\$8/M
FTP	\$50	Recency Select (6 mos)	\$15/M	Age/Income	\$8/M
Email	\$50	Recency Select (12 mos)	\$10/M	Keycoding	\$5/M

*Brokers Welcome*

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