

BYRUM FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

52700S

BACK TO SCHOOL KIDS IN EXCLUSIVE NEIGHBORHOODS

It's that time of year again and thousands of pre-teens and teenagers are headed back to school. The Back To School Kids In Exclusive Neighborhoods reside in the most exclusive neighborhoods in the United States as published by a major financial magazine. The children of these families are ages 6-17. The parents are avid shoppers who want their families to look their best for any occasion while keeping up with today's trends and styles. They also want the best books, computers, study aids and supplies to further their children's educational achievements. Reach mail responsive prospects that will welcome your catalog, computer products, dorm room furnishings, school supplies, apparel/footwear, student loan/financial offers, insurance offers and many other direct mail offers.

MONTHLY HOTLINE - 21,000

Total Database - 262,043

Available Selects \$5/M

Elementary School	76,502
Junior High School	62,399
High School	123,142
Online Apparel Buyers	4,445
Online School Supplies Buyers	2,108
Retail Apparel Buyers	17,506
Retail School Supplies Buyers	5,012
Computers/Supplies Buyers	98,323
Furniture/Furnishings Buyers	76,476

Additional Selects

Age of Parent	Homeowner
Number of Children	House hold income
Ethnic	Marital Status

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome