

Reach Active Mom's & Dad's with Toddlers



The Active Moms, Dads and Toddlers file is comprised of active Moms and Dads that have toddlers in the household.

| Segments | Price |
|------------------------------------|-------------|
| Email | \$80.00 /M |
| Postal | \$80.00 /M |
| SMS/Mobile | \$150.00 /M |
| Multi Channel (Email & Postal) | \$120.00 /M |
| Multi Channel (Email & SMS/Mobile) | \$225.00 /M |

Description

The **Active Moms, Dads and Toddlers File** is comprised of high energy households due to the presence of active toddlers. These parents spend their days chasing around the little ones who range in age from two to four years old.

At this stage of life, these proud parents are concerned with keeping their children safe and healthy, while facing the challenges of the terrible twos, potty training and much more. They are enjoying these special and unique development years and are active purchasers of toys, books and games that bring a big smile to their loved one's face, as well as help them develop in the pre-K years.

They are highly receptive to products and services that will help them ease into the transition from infant to toddler, and from toddler to future preschooler. While caring for their children, they also value time to care for themselves and their household.

Suggested usage includes coupons, family dining, budget & family travel, educational magazines & books, community activities, toys and games, educational and development products and resources, personal care products for babies and moms, daycare, sports and hobbies, shopping, and much more!

Contact Us For More Information

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|--|---------------------------|
| ID Number | 280729 |
| Universe | 13,277,343 |
| List Type | Consumer |
| Source | Internet Opt-in e-mail |
| Permission Level | Confirmed Opt-in |
| List Maintenance | |
| Market entry | 01/15/2010 |
| Counts through | 01/18/2013 |
| Selects | |
| Age of Child | No charge |
| Ethnicity | No charge |
| Gender | No charge |
| Homeowner | No charge |
| Household Income | No charge |
| Income | No charge |
| Lifestyle Interest | No charge |
| Marital Status | No charge |
| Monthly Hotline | No charge |
| Presence of Children | No charge |
| SCF | No charge |
| State | No charge |
| Zip Code | No charge |
| Geography | Domestic (US) |
| Addressing | |
| ADDITIONAL CREATIVE | 250.00 /F |
| EMAIL PERSONALIZATION | 10.00 /M |
| EMAIL TESTING | No charge |
| EMAIL TRACKING | No charge |
| EMAIL TRANSMISSION | No charge |
| IMAGE HOSTING | No charge |
| POSTAL FILE DELIVERY | 25.00 /F |
| RUN CHARGE | 10.00 /M |
| SUPPRESSION FEE LESS THAN 250K NAMES - | 300.00 /F |
| SUPPRESSION FEE MORE THAN 250K NAMES - | 500.00 /F |

> Targeted, Effective Results!
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