

## Reach Active Moms



The Active Moms file is comprised of busy and active mothers that are highly receptive to offers on products and services that will improve and enhance their lives as well as their children's lives.

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 File** is comprised of busy and active mothers who take great pride in caring for their children while managing careers, households or often times both simultaneously. These moms want simply the best for their children, but often find that time is a precious and limited resource, and are therefore highly receptive to offers providing products and services that will improve and enhance their lives as well as their children's lives.

While caring for their children, they also value time to care for themselves and enjoy receiving offers related to fashion, spas, beauty, budget travel and services for some much needed pampering, relaxation or entertainment.

Suggested usage includes family recipes, meal and snack ideas, books and magazines, educational programs, children's extracurricular activities, community programs and camps, daycare, sports and hobbies, shopping, travel, beauty and much more!

### Contact Us For More Information

Phone: 1.888.805.DATA (3282)  
 Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
 Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

<b>ID Number</b>	270455
<b>Universe</b>	20,095,332
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	08/10/2009
Counts through	01/18/2013
<b>Selects</b>	
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
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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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