

Reach Active Single Parents



The Active Single Parents file is comprised of single moms and dads who are raising one or more children.

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 & Postal/Mobile)	\$225.00 /M

Description

The **Active Single Parents File** is comprised of single moms and dads who are raising one or more children. The file reflects a diverse range of demographics that cover various age ranges, income levels and cultural backgrounds, as well as varies by age and number of children in the single parent household. These parents include divorced individuals as well as those who had not been married, widowers and individuals due to a variety of life circumstances who are raising their children on their own.

The file includes busy and active single mothers and single fathers who lead busy lives simultaneously managing household, family, career, finances and planning for the future of their children, many of whom also juggle dating and social lives in addition to parenting.

The Active Single Parent file is ideal for offers pertaining to education, childcare, insurance, healthcare, technology for capturing memories and photo sharing, coupons, products and services to help manage the household, cooking, family dining, family travel, parenting magazines & books, online family/parenting sites, community outreach and support, camps and children's recreation, entertainment, and much more.

Contact Us For More Information

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ID Number	307024
Universe	9,430,167
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	05/09/2011
Counts through	01/18/2013
Selects	
Age	No charge
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
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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