

## Reach African American Families



The African American Families file is comprised of families with one or more children living in the home who have identified themselves as African American.

### Segments

### Price

Email	\$115.00 /M
Postal	\$115.00 /M

### Description

The **African American Families file** is comprised of families with one or more children living in the home who have identified themselves as African American. The file covers a broad range of demographics that span various age and income ranges, as well as family sizes which include immediate family as well as households with extended family.

Select individuals and households by geographic location including Zip Code, SCF, City, County, State, or Nationally. Detailed demographic information is also available including Age, Gender, Homeowners, Household Income, Lifestyle Interests, Marital Status, and Presence of Children.

These African American consumers have provided detailed information about their interests and enjoy receiving offers to improve the well being of their family, to nurture their children, to help manage the household, and to provide family entertainment for children and parents alike.

Suggested usage includes Apparel, Children's Apparel, Books & Publications, Family Travel, Children's Toys and Games, Credit Card Offers, Educational Institutions and Organizations, Scholarships and College Savings, Summer Camps, Entertainment, Magazine Subscriptions, Promotional/Discounted Travel, Discount and Bulk Shopping, Family Style Dining, Automobiles, Childcare, Pre-Schools, Nursery Schools, Religious and Cultural Organizations, and much more.

### Contact Us For More Information

**Phone: 1.888.805.DATA (3282)**  
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<b>ID Number</b>	303521
<b>Universe</b>	10,419,456
<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	03/04/2011
Counts through	01/18/2013
<b>Selects</b>	
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
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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