

Reach American Families Online



American Families Online consists of US Consumers that have 1 or more children living in the home and have shopped online.

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 **American Families Online Opt-In Email & Postal File** consists of Expectant Mothers and families who have 1 or more children living in the home.

These consumers have provided demographic information about themselves and they enjoy receiving offers about what is most important to them, their family.

Select individuals and households by geographic location including Zip, SCF, City, State, Region or Nationally.

Detailed Demographic information is also available including Age, Gender, Homeowners, Household Income, Income, Lifestyle Interests, Marital Status, and Presence & Age of Children.

Suggested Usage: Apparel, Children's Apparel, Books & Publications, Children's Toys, Credit Card Offers, Education, Entertainment, Family Friendly Travel, Magazine Subscriptions, Promotional/Discounted Travel, Family Style Dining, Automobiles, Pre-Schools, Nursery Schools, and much more.

Contact Us For More Information

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ID Number	180119
Universe	35,181,308
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	09/07/2004
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
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