

Reach Generation Y Consumers



Reach consumers age 18+ from the Generation Y population born between 1981-1995 who live in the US.

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 **All-American Generation Y File** represents individuals who are known as the "Internet Generation". These are highly experienced internet users that are planning on entering college, are currently in college, or have just finished their college education.

Generation Y consumers are classified as those born between 1981-1995. These US consumers are very tech savvy and are constantly connected to the Internet. Not only do they own a computer, but over 95% have a cell phone and a majority have used Instant Messaging & Text Messaging Services. They enjoy social network websites, blogs, and downloading music.

PROFILE

54% Female Average Age: 22
46% Male Average Income: \$35K

Suggested Usage includes: Automotive and Credit Card Offers, Cell Phones, College Education Info, Entertainment, Movies, Music, Student Loan Consolidation, Technical Items, Computer Hardware and Software, Travel Offers, Investment Information, Insurance Offers, and many others.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)
Email: info@eTargetMedia.com
Web: www.eTargetMedia.com

ID Number	223601
Universe	7,375,928
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	12/24/2007
Counts through	01/18/2013
Selects	
Age	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