

Reach American Homeowners with Pools



The American Homeowners with Pools file is comprised of households with swimming pools, whether inground, endless, above ground, indoor, outdoor or Jacuzzis.

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 Homes with Pools File** is comprised of households with swimming pools, whether inground, endless, above ground, screened in, indoor, outdoor or Jacuzzis. The households contain families and individuals who enjoy the lifestyle that being a pool owners offers and are highly receptive to offers pertaining to products and services to maintain and enhance their swimming pool and outdoor lifestyle it permits them.

Home-related selects include home value, age of home, year built, owner occupied, length of residence, interest in upgrades and renovations, and do-it-yourself maintenance and improvement. Demographic and family selects include age, income, family status, ethnicity, age and number of children, pets in the household, education, homeowner and geography.

This file is ideal for offers pertaining to pool maintenance, upgrades, heaters, cleaning equipment, children's pool toys, diving boards and water slides, patio furniture, screens, floating candles and novelty items, barbeques and poolside dining, magazines and trade journals, children's and pet's safety equipment, and much more!

Contact Us For More Information

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 Web: www.eTargetMedia.com

ID Number	377697
Universe	7,695,038
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	04/19/2013
Counts through	04/19/2013
Selects	
Age	No charge
Gender	No charge
Household Income	No charge
Income	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

> Targeted, Effective Results!
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