

Reach Kids Games and Product Subscribers



All-American Kids Games and Products subscribers are parents, grandparents, and friends of kids who want to have access to the latest products and the best deals.

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 Kids Games & Products File** represents online users who have 1 or more children in their lives. These subscribers are always searching for the newest game and the best deals. They have provided demographic information and enjoy receiving offers about what is on the shelves and what will be on the shelves soon.

PROFILE

63% Male
37% Female
Average Age: 37
Average Income: \$68K

Suggested Usage: Children's Apparel, Credit Card Offers, Education, Entertainment, FamilyTravel, Game Consoles and Video Games, Kids Books & Magazines, Toys, and much more.

Contact Us For More Information

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ID Number	223462
Universe	9,669,037
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
Age of Child	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

> **Targeted, Effective Results!**
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