

Reach Asian American Households



The Asian American Household file is comprised of US families and individuals from a variety of Asian nations and origins.

Segments	Price
Email	\$115.00 /M
Postal	\$115.00 /M
Multi Channel (Email & Postal)	\$165.00 /M

Description

The **Asian American Household File** is comprised of US families and individuals from a variety of Asian nations and origins, including Chinese, Korean, Japanese, Vietnamese, Filipino, Thai and a multiple of other Asian backgrounds. These families and individuals span a widely diverse range of backgrounds in terms of country of origin, language preference and level of acculturation. They include those who recently relocated to the US as well as those from many generations back. The file covers households who speak an Asian language at home as the primary language, bilingual households, various Asian language dominant households, and those with a combination of language preference due to multi generational families. The Asian American Households file allows marketers to target Asian Americans based on highly segmented and specific interest, lifestyle, demographic and geographic selections as well as language preference, country of origin and age and number of children.

The file is ideal for offers pertaining to family entertainment, children's products, international/political news and media, packaged goods and home products, education, family travel, cooking and recipes, cultural and ethnic language entertainment, and much more!

Contact Us For More Information

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ID Number	307391
Universe	8,057,879
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	05/13/2011
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
Language Preference	No charge
Country Of Origin	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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