

## Reach Consumers with Dual Income and No Kids



Reach US households that have a Dual Income and No Kids (DINK's).

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 **Dual Income, No Kids Masterfile** reaches households with a presence of two adults and no children in the home. These consumers have a high discretionary income and enjoy spending their time and money on dining, entertainment and travel.

These highly responsive online and mail order buyers are receptive to various third party offers. This file is 100% Opt-In and subscribers are savvy shoppers with a variety of interests.

#### PROFILE

54% Female  
46% Male  
Average Age: 42  
Average Income: \$75K

Select individuals and households by geographic location including Zip, SCF, City, State, Region or Nationally. Demographic information is also available including Age, Gender, Household Income, and Lifestyle Interests.

### Contact Us For More Information

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<b>ID Number</b>	189884
<b>Universe</b>	15,321,080
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	07/03/2006
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Mail Order Buyers	No charge
Marital Status	No charge
Monthly Hotline	No charge
Online Buyer	No charge
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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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