

Reach Hispanic Families



The Hispanic Families file is comprised of US families of Hispanic and Latino cultural backgrounds with one or more children in the household.

Segments	Price
Email	\$115.00 /M
Postal	\$115.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$165.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **Hispanic Families File** is comprised of US families of Hispanic and Latino cultural backgrounds with one or more children in the household. The US Hispanic market is among the fastest growing in the nation with rapidly increasing purchasing power. These families span a widely diverse range of backgrounds in terms of country of origin, language preference and level of acculturation.

This file covers Spanish dominant households, bilingual households, English dominant households and those with a combination of language preference due to multiple generations. What unites them is their common cultural identity as Hispanic and Latino which is often a driving force behind lifestyle choices and purchase preference. The eTargetMedia Hispanic Families file allows marketers to target Latino families 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.

PROFILE:
 58% Male
 42% Female
 Average Age: 38
 Average Income: \$42K

Contact Us For More Information

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ID Number	284802
Universe	7,650,046
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	03/24/2010
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
Mail Order Buyer	No charge
Marital Status	No charge
Monthly Hotline	No charge
Number 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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