

Reach Holiday Toy Buyers with Children Ages 0-12



The Holiday Toy Buyers file is comprised of families with children ages 0-12 in the household who purchase a wide range of toys, games and gifts for their children.

Segments	Price
Email	\$150.00 /M
Postal	\$150.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$250.00 /M
Multi Channel (Email & SMS/Mobile)	\$250.00 /M

Description

The **Holiday Toy Buyers File** is comprised of families with children ages 0-12 in the household who purchase a wide range of toys, games and variety of gifts for their children for the holiday season. This file allows you select age, gender and interests of children in the household to position products to parents based on the appropriate development stages as well as gender of their kids, facilitating the product purchase review and decision for parents. The file includes households with girls and boys interested in toys, games, electronics/video games, traditional board games, classic toys, toys/games based on popular TV characters, and much more.

These shoppers also take full advantage of online offers and exclusives for all holidays, as well as in store coupon redemptions for loyal and new Thanksgiving weekend holiday shoppers and sales throughout the entire holiday season.

This file is ideal for all toy, game, and children's products related offers and provides a fresh source of responsive parent data who seek to purchase the ideal gifts for their children based on age, gender and interest specifications of their kids.

Contact Us For More Information

Phone: 1.888.805.DATA (3282)
 Email: info@eTargetMedia.com
 Web: www.eTargetMedia.com

ID Number	318953
Universe	4,720,002
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	11/07/2011
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
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