

# FAMILY RESOURCES CATALOG

## Education, Family

### FILE DESCRIPTION

These mail order catalog buyers are active parents who educate in the household. The catalog consists of materials ranging in: geography, phonics, art, dance, math, science, home schooling, space, history and games.

These buyers are heavily involved in educating their children. They have higher than average discretionary income to warrant average purchases of over \$100.00.

### FILE BREAKDOWN

59,375	Last 24 Months	\$115.00/M
35,279	Last 12 Months	\$115.00/M
19,316	Last 6 Months	\$+5.00/M
10,118	Last 3 Months	\$+10.00/M

Minimum Order: Postal 5,000

### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F

### SELECTIONS AVAILABLE

Age	\$7.00/M
Donors	\$7.00/M
Ethnicity	\$7.00/M
Gender	\$7.00/M
Health & Wellness	\$7.00/M
Hobbies/Interests	\$7.00/M
Home/Mortgage	\$7.00/M
Household	\$7.00/M
Income	\$10.00/M
Investment Type	\$7.00/M
KeyCode	\$2.00/M
Language	\$10.00/M
Lifestyle/Life Change Event	\$7.00/M
Marital Status	\$10.00/M
Occupation	\$7.00/M
Political Affiliation	\$7.00/M
Presence of Children	\$7.00/M
Religious Affiliation	\$10.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$100.00/M
Zip/SCF/State	\$7.00/M

## Postal

### PROFILE

GENDER:  
73% Female  
12% Male

AVERAGE UNIT OF SALE:  
149

### SOURCE

Direct Mail

### RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

### CONTACT

For more information, contact:

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# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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