

America's Kids Network

Description

Reach households with children between the ages of 0-12 with this popular database targeting the direct mail consumer market (children's ages 0-17 are available). This hi-tech database of over 6 million direct mail buyers of online products, catalog products, apparel, PC supplies, online subscribers, magazine subscribers, book and music club members, credit card owners and more is your source for powerful results in all direct mail markets.

Please inquire about selections counts.

List Selections

1,270,517	HH w/ Children Age 0-2
1,926,428	HH w/ Children Age 3-5
3,012,261	HH w/ Children Age 6-10
2,915,176	HH w/ Girls Age 0-10
3,610,405	HH w/ Boys Age 0-10
539,707	HH w/ Children Age 0-10, Internet Buyers
3,012,610	HH w/ Children Age 0-10, Mail Order Byrs

Names Thru: 12/31/09
Next Update: 4/15/10

List Usage

Bitty Baby
Bookspan
Child Magazine
Children's Book of the Month Club
Children's World Learning
Fairfield Resorts
Friends of the Zoo
Highlights for Children
Kids Discover Magazine
Knowledge Points
LegoLand
Mailworks List Pool
MBI
Memphis Redbirds
Mindware
One Step Ahead
People's Benefit Insurance
Strong Museum
Targetbase Marketing
Toys To Grow On
Toytime.com
Zoo Consortium

Pricing & Selections

Base	\$70.00/M
Recency	\$12.00/M
State, SCF, Zip	\$7.00/M
Age, Income, Gender	\$7.00/M
Homeowner	\$7.00/M
Premium Credit Card Holder	\$15.00/M
Mail Order Buyers	\$7.00/M
Interent Buyers	\$100.00/M
PC Owners	\$7.00/M
Mag Tape/Cartridge	\$35.00/F
Email	\$75.00/F
CD Rom	\$50.00/F
Running Charges	\$10.00/M

Contact

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**Prices subject to change without notice
**Prepayment for first-time users