Luxury Mom Market™ Mailing List

AmeriList™ Direct Marketing Solutions
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Total Universe: **12,07,362**

Base Rate: **$85.00/M**

Description Summary

Luxury Mom Marketâ„¢ is a premium mailing list, marketing list, and database featuring affluent mothers who are raising children under the age of 10 in high income households. These married women represent a powerful consumer segment with strong purchasing influence across a wide range of verticals, including upscale retail, family-focused luxury travel, education, wellness, home services, and financial planning. Sourced from verified, multi-channel consumer data, the Luxury Mom Marketâ„¢ database provides marketers with the ability to precisely target high-value households through direct mail, email, and digital campaigns. If your brand speaks to modern, well-off moms who invest in quality for their families and themselves, this list delivers unmatched reach and relevance.

How Our Data is Compiled

The Luxury Mom Marketâ„¢ database is built using a combination of verified consumer sources, including demographic data, purchase behavior, lifestyle indicators, and self-reported surveys. Key attributes, such as household income, presence of children under age 10, marital status, and purchasing preferences, are validated and enhanced through modeled data and third-party enrichment. All records are regularly updated and scrubbed using USPS NCOA, CASS certification, and advanced email hygiene protocols to ensure accuracy, deliverability, and campaign performance across direct mail, email, and digital platforms. This multi-sourced approach ensures a high-quality, targeted audience of affluent mothers ready to engage.

Consider the Facts

- Typically earns $150,000+ annually, placing them well above the national median and in a prime position to invest in premium goods and services.
- Women drive 80%+ of household purchasing decisions.

Recommended Usage

Perfect for upscale retail, luxury childrenâ€™s products, private education, family-focused travel, health and wellness, financial planning, beauty and self-care, home services, and subscription-based offerings. This segment responds well to personalized outreach across direct mail, email, and digital channels, making it a top-performing list for marketers looking to connect with influential, high-income mothers who drive household purchasing decisions.

Sample Mail Piece Required

Inquire

Market Type
U.S. Consumer

List Channels
Postal, Email, Telephone

Source
Proprietary,Survey/Self-Reported,Public Records & Direct Response

Output Options
Electronic, Printed

Update Cycle
Monthly

Minimum Order
Quantity: 5,000
Price: $500.00

Net Name
Floor: 85%
Minimum Quantity: 25,000
Run Charge: $10.00/M

Exchanges
Please Inquire

Reuse
Yes

Cancellation Charges
Yes, all orders canceld after shipping will incur a fee.

Commission
A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Age	Email	Net Worth	Child Age
Gender	Buying Habits	Cell Phone	Lifestyle Interests
Geography	Income	Language Spoken	Home Market Value

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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