

Middle School Parents

Total Universe: **1,55,17,152**

Base Rate: **\$85.00/M**

Description Summary

You can have access to a grade-A mailing list by connecting with parents of middle school students, grades 6-8. These responsive adults are busy with their pre-teens, searching for offers and deals to give their middle school student everything they need for their academic lives, their after-school lives, and their social lives. Between sports, school supplies, and even the latest technology trends, these parents are on the hunt for great offers. You will have the opportunity to segment your data based on a variety of selections so you have access to the exact target audience you want to reach. Updated monthly, our data is accurate and deliverable for all of our clients.

How Our Data is Compiled

Our Middle School Parents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, selfreported individuals, directories, and previous memberships/purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider the Facts

- ✓ The "junior high school" concept was introduced in 1909 in Columbus, Ohio, with the new "middle school" model beginning to appear in the mid-1960s
- ✓ In 2019, approximately 56.6 million students attended elementary and secondary school in the United States.

Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: school supplies, tutoring services, afterschool activities (sports, instruments, dance studios, etc.), supermarkets, clothing stores, electronics, and much more.

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 cancel 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 of Children
Gender
Geography

Ethnicity
Household Income
Net Worth

Dwelling Type
Language Spoken
Occupation

Education Level
Donors

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