Reach U.S. Parents

AmeriList™ Direct Marketing Solutions
visit us online at amerilist.com

Total Universe: **17,35,650**

Base Rate: **$90.00/M**

Description Summary

Did you know, parents are the gateway to sales? Parents are not only buying for themselves; they are also buying for the baby, the teenager, the pets and for the entire soccer team. Now, hereâ€™s the real kickerâ€¦ Parents are not just buying diapers and baby wipes, theyâ€™re purchasing electronics, cars and beauty products. They are also on the market for a fun-filled summer camp, a reputable pediatrician and an accredited private school.
The AmeriList U.S. Parent Database contains highly responsive consumer data for multi-channel marketing campaigns. This mailing list consists of U.S. households with one or more children who are looking for products and services that will enhance family life.

How Our Data is Compiled

Our U.S. Parent Database is compiled using multiple sources including: Lifestyle Questionnaires, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Compiled Lists and Controlled Circulations. This responsive consumer list is enhanced with demographic and lifestyle data from the AmeriList national consumer database.

Consider the Facts

- 85% of household purchases are made by women
- 28.5% of parents have incomes between $40,000 and $60,000
- 46.5% of parents have a household income over $60,000
- 71.5% of parents own their home or condo

Recommended Usage

Our U.S. Parent Database is the ideal solution for summer camps, pediatricians, enrichment programs, private schools, kid-friendly restaurants, childcare facilities, toy companies, electronic companies, car dealers and party planners

Sample Mail Piece Required

Inquire

Market Type
Business Data

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)

Child's Age	Length of Residence	Net Worth Ranking	Ethnicity
HH Income	Home Value	Pet Owners	Telephone
Marital Status	Religion	Interests	Gender
Home Owner	Credit Card Type	Occupation	Education

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

10 Esquire Rd Ste 11B, New City, NY 10956 • 845.362.6737 • sales@amerilist.com