

Back-to-School Shoppers Mailing List

Total Universe: 3,138,528

Base Rate: \$65.00/M

Description Summary

When the end of the summer draw near, these parents realize it is time to stock up on supplies for their children who are going back to school. This file is perfect for any marketing professional looking to reach out to parents in need of binders, pencils, art supplies, folders, notebooks, and much more for their children. These consumers are highly responsive and have self-reported buying school supplies for their kids. This mailing list is the most accurate and up-to-date database on the market, complete with postal, phone, and email data.

How Our Data Is Compiled

Our Back-to-School Shoppers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, 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. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2016, U.S. back-to-school shopping was approximately \$68 billion
- In 2017, about 81% of parents planned to shop at mass merchants

Recommended Usage

This database is recommended for many offers, such as office supplies, catalogs, computer related offers, family vacation deals, clothing, and much more.

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Dwelling Type
Income

Number of Children
Marital Status
Stores
Credit Cards

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