

Campers Mailing List



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Total Universe: 12,000,000

Base Rate: \$70.00/M

Description Summary

Today, a majority of parents work, which means they must have summer care for their school-aged child or children. If you offer summer camp programs, your enrollment could benefit significantly from our Summer Time Fun camper's mailing list. This database is the ideal solution to help you connect with families in your area who are actively looking for summer activities and fun experiences for their kids. This list is aggregated from a number of private and public sources, and contains quality consumer data for households with children, by age and lifestyle interest. The names on this list are regularly updated and verified every month, to ensure data accuracy for families who are ideal candidates for summer camp offers.

How Our Data Is Compiled

This list is developed using multiple sources including: Lifestyle Questionnaires, Memberships, Internet/On-Line Surveys, Off-line Surveys, Opt-in Email, Newsletters, Direct Response, Publications, Controlled Circulations. This responsive list of families who are seeking summer camp info is enhanced with demographic and lifestyle data from our national consumer database making it more selectable than any other campers direct marketing list that is published today.

Consider The Facts

- Working parents need their children to be occupied and taken care of when they are not in school
- The estimated cost of summer child care is approximately \$400 per child per week
- Camps are a great place for children to meet new friends outside of school

Recommended Usage

This list is perfect for any marketer who is offering summer camp programs or any other program targeted to families with camp-aged kids. Our list of Working Parents with Children is also ideal for a wide range of offers, from retail to education.

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)

Households with children

Swimming

Sports

Age of children

Hobbies

Household income

Arts & crafts

Kayaking

Buying habits

Fishing

Hiking

Science experiments

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

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