

Wealthy Kids of America



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Total Universe: 2,288,208

Base Rate: \$85.00/M

Description Summary

If you're an after-school program, summer camp, birthday party venue, kids clothing store, or toy store, getting your message in front of the consumers who will use or benefit from your products is KEY! Let's be real, most kids who see something that interests them will tell their parents about it, in hopes of getting to use it! Let this list steer you in the right direction into the after-school carpool. Whether your company is trying to target a certain age, gender, ethnicity, or income, this list is will help you reach specific households that have wealthy parents with children up to age 18.

How Our Data Is Compiled

Our Wealthy Kids of America Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- Marketers spent about \$12 billion advertising to children annually
- The internet and social media are huge influences on children and teens today when it comes to product marketing

Recommended Usage

This mailing list is recommended for many offers, such as toy retailers, video games, board games, amusement parks, summer camps, birthday party venues, dance studios, universities, private schools, and 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)

Child's Age
Gender
Geography

Ethnicity
HH Income
Occupation

Net Worth
Political Party
Donors

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

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