

Arts & Crafts Loving Moms Club



Total Universe: 8,829,431

Base Rate: \$75/M

Description Summary

AmeriLists presents the "Arts & Crafts Loving Moms Club" database - a highly responsive mailing list of mothers who are passionate about arts and crafts. These creative moms frequently visit stores like Michaels and other craft supply retailers to work on various crafting projects. They also encourage their children to develop a love for arts and crafts by involving them in their creative pursuits. Our Arts and Crafts Moms mailing list provides you with the most comprehensive and cost-effective consumer data for your next marketing campaign. We ensure the quality of our records by consistently updating and cleaning the list on a monthly basis through National Change of Address processing. This mailing list includes (but is not limited to) name, full postal address, email, phone, and other demographic data, offering advertisers the opportunity to build meaningful relationships with their niche target market of arts and crafts enthusiasts.

How Our Data Is Compiled

Our Arts & Crafts Loving Moms Club database 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

- According to a survey by the Association For Creative Industries (AFCI), 63% of U.S. households participate in at least one crafting activity, with many of these households led by mothers who influence their family's purchasing decisions for arts and crafts supplies.
- Moms who buy arts and crafts products and supplies contribute significantly to the arts and crafts industry, which is valued at approximately \$36 billion in the U.S., as reported by the AFCI.
- A study by Michaels, a leading arts and crafts retailer, found that 70% of mothers purchase arts and crafts supplies at least once a month, with 40% of them making purchases more frequently, sometimes even on a weekly basis.

Recommended Usage This database is recommended for many offers, such as craft stores, art suppliers, schools, camps, apparel, technology, and much more.

Popular Selections (for additional selections please inquire)

Age \$5/M
Gender \$5/M
Geography \$5/M

Ethnicity \$5/M
Income \$5/M
Net Worth \$5/M

Occupation \$5/M
Marital Status \$5/M
Presence of Children \$5/M
Buying Habits \$5/M

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

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