

# Luxury Mom Market™ Mailing List



**Total Universe: 1,207,362**

**Base Rate: \$85.00/M**

## Description Summary

Luxury Mom Market™ is a premium mailing list, marketing list, and database featuring affluent mothers who are raising children under the age of 10 in high-income households. These married women represent a powerful consumer segment with strong purchasing influence across a wide range of verticals, including upscale retail, family-focused luxury travel, education, wellness, home services, and financial planning. Sourced from verified, multi-channel consumer data, the Luxury Mom Market™ database provides marketers with the ability to precisely target high-value households through direct mail, email, and digital campaigns. If your brand speaks to modern, well-off moms who invest in quality for their families and themselves, this list delivers unmatched reach and relevance.

## How Our Data Is Compiled

The Luxury Mom Market™ database is built using a combination of verified consumer sources, including demographic data, purchase behavior, lifestyle indicators, and self-reported surveys. Key attributes, such as household income, presence of children under age 10, marital status, and purchasing preferences, are validated and enhanced through modeled data and third-party enrichment. All records are regularly updated and scrubbed using USPS NCOA, CASS certification, and advanced email hygiene protocols to ensure accuracy, deliverability, and campaign performance across direct mail, email, and digital platforms. This multi-sourced approach ensures a high-quality, targeted audience of affluent mothers ready to engage.

## Consider The Facts

- Typically earns \$150,000+ annually, placing them well above the national median and in a prime position to invest in premium goods and services.
- Women drive 80%+ of household purchasing decisions.

## Recommended Usage

Perfect for upscale retail, luxury children's products, private education, family-focused travel, health and wellness, financial planning, beauty and self-care, home services, and subscription-based offerings. This segment responds well to personalized outreach across direct mail, email, and digital channels, making it a top-performing list for marketers looking to connect with influential, high-income mothers who drive household purchasing decisions.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Email

Buying Habits  
Income  
Net Worth  
Cell Phone

Language Spoken  
Child Age  
Lifestyle Interests  
Home Market Value

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Online & Offline Self-Reported Survey Data, Subscribers, Purchase Activity

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$425.00

## 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

Yes

## 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

Sales Leads - Mailing Lists - Email Marketing - Telemarketing - Graphic Design - Web Design - Lettershop - Printing - Consulting

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