

Outdoor Fun Summer Camp Prospects



Total Universe : 12,000,000
Universe Rate : \$70/M

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Summary Description

Today a majority of parent's work which means they must have summer care for their school aged children. If you offer summer camp programs then our Summer Time Fun camper's mailing list is the ideal solution to help you connect with families in your local area who are actively looking for summer fun 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 and contain accurate information of 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 when they are not in school.
- The estimated cost of summer child care is apx \$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 that is targeted to families with camp age kids. This of working parents with children is also ideal for a wide range of offers from retail to education.

List ID

ALD 841

Market Type

U.S. Consumer

List Channels

Postal and Email

Source

Self Reported, Direct Response

Output Options

Electronic, Printed

Minimum Order

Minimum: 5,000 names

Net Name Arrangements

Please Inquire

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.

Popular Selections (for additional selections please inquire)

Households with children

Age of children

Arts & Crafts

Buying habits

Field day Games

Sports

Hobbies

Length of Residence

Fishing

Hiking

Swimming

Household Income

Kayaking

Science experiments

Wilderness survival

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

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