



Family Masterfile

Families are the core consumers! Parents want to provide the best that they can for their children and need a lot of help along the way.

Segments

56,765,000	Total Available	\$40.00
5,918,000	More than 3 children	+\$2.50

Price per 1000 records is for single use of data. Call for additional usage.
Order Minimum: \$200 plus Output Format Charges (up to 5,000 records)

Description

The Family Masterfile contains the most accurate information on more families than other files. Our segmentation allows you to find the type of families that you want to contact – by size, ethnicity, economic circumstances, activities and much more!

This file has been enhanced to include many self-reported interests that can help focus your campaign. These can include pets, career improvement, exercise, outdoor activities, Christian living, board games or computer games, crafts or more.

These families are perfect candidates for day care, insurance, college savings, vacations, toys, after-school activities, and all of the extras required to raise a family in today's society.

Data is compiled through public and proprietary sources.

File is selectable by zip, state, county, radius or Congressional District.

Additional Selections

Adult Age	\$2.50	Special Interests	\$7.00
Income	\$2.50	Single Parent	\$7.50
Number of Children	\$2.50	Three Generations in Household	\$2.00
Children's Age Ranges	\$2.50	Car Make, Model or Year	\$10.00
Homeowner/Renter	\$2.50	Parent's Education	\$7.00
Home Market Value	\$10.00	Working Mothers	\$2.50
Net Worth	\$25.00	Religion	\$10.00
Child Nearing HS Graduation	\$35.00	Ethnicity	\$15.00
Expectant or Newborn Babies	\$35.00	Mail Order Buyers	\$6.00

Priced per 1000 records – Select charges apply toward \$200 minimum order

Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

Contact

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List Brokers and other resellers are eligible for discount. Call to inquire.