



American Transactional Buyers: Apparel and Merchandise for Children

Reach consumers that purchase various items for their kids.

DESCRIPTION

You can now access a responsive file of buyers of various childrens items. Select by type of purchase, income, age recency and more. Whether it is a new toy, the latest sneakers or a shiny guitar, these consumers are ready to review your offer today! Many selects are shown on this data card but contact us if you do not see the exact select you are looking for. Call now for: Buyers of Apparel and Merchandise for Children. These prospects are special because they are all BUYERS!!! Unlike files that are filled with survey responders promising an "interest" in the household, the consumers in this file have all made a transaction recently!

Sources:

100% Transactional Data

Updated:

Monthly

SEGMENTS

QUANTITY

COST

Database	9,913,421	\$95.00 /M
Telemarketing	1,831,763	\$+15.00 /M
Hotline		\$+15.00 /M
Health	137,753	\$+10.00 /M
Teenage Boys	141,889	\$+10.00 /M
Teenage Girls	2,102,401	\$+10.00 /M
Baby Gear	345,263	\$+10.00 /M
Winnie the Pooh	60,313	\$+10.00 /M
Musical Instruments	321,573	\$+10.00 /M
Gaming	137,476	\$+10.00 /M
Piggy Banks	401,347	\$+10.00 /M
Science	346,244	\$+10.00 /M
Sport Equipment	673,112	\$+10.00 /M
Dolls	566,431	\$+10.00 /M
Back packs / Bags	923,491	\$+10.00 /M
Books	1,174,637	\$+10.00 /M
Educational	2,034,791	\$+10.00 /M
Baby	2,732,846	\$+10.00 /M
Toddler	2,519,745	\$+10.00 /M

ADDITIONAL NOTES

- Minimum order of 5,000 records.
- E-mail Campaigns minimum order of 15,000 records.
- Cancellation Charges \$100.00 Flat before the mail date. After mail date due in full.
- Please inquire for Net Name Arrangements & Re-Uses.
- 20% Brokers Commission applies where applicable.
- All prices subject to change without notice.

SELECTS

Age	\$10.00 /M
Income	\$10.00 /M
Gender	\$10.00 /M
Homeowner	\$10.00 /M
Marital Status	\$10.00 /M
Amount of Transaction	\$10.00 /M
Month of Transaction	\$10.00 /M

SPECIAL INSTRUCTIONS

-Sample mail piece or telemarketing script required for approval.

ADDITIONAL SELECTS

Geography	\$10.00 /M
Run Charges	\$10.00 /M
Zip+4	\$10.00 /M
Keying	\$10.00 /M
Key Coding	\$10.00 /M

CONTACT INFORMATION

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Toll Free 1-800-723-5478
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ADDRESSING

3X5 Cards	\$15.00 /M
8 1/2X11 Paper	\$10.00 /M
P/S Labels	\$10.00 /M
Cheshire Labels	\$10.00 /M
Email	\$50.00 Flat
CDROM	\$75.00 Flat
FTP Site	\$50.00 Flat