

**AMERICA'S FOCUS ON CHILDREN**

18,120,543	FAMILIES WITH CHILDREN		\$45.00/M
	6 MONTH HOTLINE	ADD	\$5.00/M
	3 MONTH HOTLINE	ADD	\$10.00/M
	1 MONTH HOTLINE	ADD	\$15.00/M
	EMAIL ADDRESSES	INQUIRE	

THESE BUSY ON-THE-GO FAMILIES ARE INVOLVED IN ALL ASPECTS OF THEIR CHILDREN'S LIVES. FROM KIDS CLUBS, SCOUTING TO SOCCER MOMS, THESE FAMILIES SPEND MOST OF THEIR LEISURE TIME COACHING LITTLE LEAGUE, ATTENDING SPORTING EVENTS OR TRAVELING OUT OF TOWN TO ATHLETIC TOURNAMENTS. THESE FAMILIES ARE PRIME CANDIDATES FOR GAS EFFICIENT VEHICLES FOR HAULING KIDS AND EQUIPMENT, HEALTH INSURANCE, BOOKS AND MAGAZINES RELATING TO CHILD REARING, CHILDREN'S DECOR, ELECTRONICS AS WELL AS OFFERS OF FAMILY-ORIENTED VACATIONS.

GENDER: 50/50  
CAN SELECT

ADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

**SELECTIONS AVAILABLE AT \$10/M INCLUDE:**

CHILD'S AGE RANGE:

0- 3 YEARS

4- 6 YEARS

7- 9 YEARS

10-12 YEARS

13-18 YEARS

NUMBER OF CHILDREN IN HOUSEHOLD

GENDER OF CHILDREN IN HOUSEHOLD

CHILDREN'S HIGH-END

CHILDREN'S TOYS

ETHNICITY

GRANDCHILDREN

CHRISTIAN PRODUCTS

TEEN PRODUCTS

PET IN HOUSEHOLD

MAIL ORDER BUYER

DONOR TO CHILDREN'S CAUSES

MAIL ORDER BUYER OF CHILDREN'S PRODUCTS

INCOME

HOME OWNER

OCCUPATION

GRANDPARENTS PRESENT

AGE OF ADULTS IN HOUSEHOLD

NUMBER OF ADULTS IN HOUSEHOLD

SAMPLE REQUIRED

UPDATED MONTHLY

CONTINUED ON NEXT PAGE

**AMERICAS' S FOCUS ON CHILDREN (CONTINUED)**

ALL ORDERS CANCELLED AFTER MAIL DATE OR MERGE ARE  
REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE  
SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: PROPRIETARY DATABASE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
DEMOGRAPHICS	\$10.00/M
6 MONTH HOTLINE	\$5.00/M
3 MONTH HOTLINE	\$10.00/M
1 MONTH HOTLINE	\$15.00/M
ELECTRONIC DELIVERY	\$50.00

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