

Children's Games & Product Buyers Mailing List

Total Universe: 6,685,842

Base Rate: \$65.00/M

Description Summary

The market for children's products and games is huge – in the age of technology, there are millions of items desired by kids today. Parents are making purchases online and in stores for birthdays, holidays, and any day. These consumers are always searching for the newest game and the best deals, and are looking for coupons, discounts, and promotions. These responsive consumers have provided demographic information and enjoy receiving offers about what is on the shelves or online and what will be available soon.

How Our Data Is Compiled

Our Children's Games & Product Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

Consider The Facts

- In 2016, the retail sales revenue for toys in the U.S. was about \$20.4 billion in the U.S.
- Generation Z is comprised of about 61.2 million toddlers to teens ages 14 and under

Recommended Usage

This list would be ideal for children's apparel, credit card offers, education, entertainment, family travel, game consoles and video games, kids' books & magazines, toys, and much more.

Popular Selections (for additional selections please inquire)

Age
Child's Age

Geography
Home Owner

Income
Amount Purchased

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$325.00

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

Please Inquire

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