

Consumer Children Clothing Buyers Database



Total Universe: 14,420,580

Base Rate: \$75.00/M

Phone Rate: +\$15/M

Description Summary

The children and infant apparel industry in the U.S. are expected to hit over \$237 Billion in 2022. If you are looking to market to parents who are active buyers of children's clothing, apparel, and accessories, our mailing list is the perfect starting point. These parents are responsive buyers of children's clothing, and target buyers of products for infants all the way up to age 10. These moms, dads, and grandparents all have purchased children's apparel for everything from birthday presents to back-to-school. They buy from popular brands such as Carter's, Gymboree, H&M, Hanna Anderson, Stella McCartney and much more. Turbocharge your next direct marketing campaign with the most responsive data on households who buy childrens clothing and apparel.

How Our Data Is Compiled

Our U.S. consumer buyers of children's clothing and apparel mailing list is developed from a multitude of public and proprietary sources. We capture data feeds both online and offline including: surveys, self-reported individuals, and retail point of purchase data. 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. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- The children's wear market is poised to grow by more than 8% by 2027.
- The U.S. is the largest consumer of childrens wear in the world.
- The average parent spends appx \$1300 annually on clothing for a child.

Recommended Usage

This mailing list is recommended for any brand trying to connect with parents of children ages 0 to 18, who actively buy childrens clothing and apparel online or offline.

Popular Selections (for additional selections please inquire)

Child Age
Child Gender
Geography
Ethnicity
Language Spoken

Income
Girl/Boy Clothing
Religious Affiliation
Education Level

Catalog Buyer
Marital Status
Online Buyer
Buying Habits
Retail Shopper

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Point of Purchase, Online Buyer, 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

Required

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

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