

Single Parents Database



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Total Universe: 13,082,311

Base Rate: \$85.00/M

Description Summary

Being a single mother or father is not uncommon among American consumers. At times, this situation can prove to be a challenge, for others, it may not be. Single parents qualify and are eligible for many different types of promotions and offers from various industries. Whether it be offers pertaining to their children, or pertaining to themselves, there is a lot to be gained by having access to our Single Parents Database. Our data is updated on a monthly basis to ensure that our clients are receiving the highest-quality data on the market. Don't miss out on this valuable group of prospects!

How Our Data Is Compiled

Our Single Parents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle 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. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- About 26% of American children are being raised by single parents.
- 55% of those children were living with a separated, divorced, or widowed parent, while 45% were living with a never-married parent

Recommended Usage

This mailing list is recommended for a wide variety of offers, including, but not limited to: real estate, finance, insurance, education, restaurants, entertainment, apparel, automobiles, dating services, and much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Income
Dwelling Type

Occupation
Age of Children
Buying Habits
Hobbies & Interests

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

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40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - Amerilist.com - info@Amerilist.com