

Stay-At-Home Moms Mailing List



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Total Universe: 1,648,250

Base Rate: \$85.00/M

Description Summary

These hard-working women have one of the hardest jobs there is. Staying at home to raise their children requires a lot of energy and patience. Because of the demanding nature of this job, these moms are great candidates for a variety of offers ranging from diapers to electronics. AmeriList has the most accurate and up-to-date postal, phone, and email data available on the market today. With a wide range of selections, you can target the exact stay-at-home moms you are looking to sell to. Don't miss out on this large population of consumers that are eligible for many types of products and services.

How Our Data Is Compiled

Our Stay-At-Home Moms 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 29% of moms are stay-at-home moms today
- About 57% of moms think about going back to work someday

Recommended Usage

This database is recommended for many offers, such as magazine subscriptions, family vacation offers, baby goods, baby bath items, formula, baby food, diapers, blankets, clothing, and more.

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

Popular Selections (for additional selections please inquire)

Age
Geography
Child(ren)'s Age(s)

Ethnicity
Household Income
Hobbies & Interests

Buying Habits
Marital Status
Number of Children
Presence of Pets

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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