

# Middle School Parents

**Total Universe: 15,517,152**  
**Base Rate: \$85.00/M**

## Description Summary

You can have access to a grade-A mailing list by connecting with parents of middle school students, grades 6-8. These responsive adults are busy with their pre-teens, searching for offers and deals to give their middle school student everything they need for their academic lives, their after-school lives, and their social lives. Between sports, school supplies, and even the latest technology trends, these parents are on the hunt for great offers. You will have the opportunity to segment your data based on a variety of selections so you have access to the exact target audience you want to reach. Updated monthly, our data is accurate and deliverable for all of our clients.

## How Our Data Is Compiled

Our Middle School Parents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, directories, 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

- The "junior high school" concept was introduced in 1909 in Columbus, Ohio, with the new "middle school" model beginning to appear in the mid-1960s
- In 2019, approximately 56.6 million students attended elementary and secondary school in the United States.

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: school supplies, tutoring services, after-school activities (sports, instruments, dance studios, etc.), supermarkets, clothing stores, electronics, and much more.

## Popular Selections (for additional selections please inquire)

Age of Children  
Gender  
Geography  
Ethnicity

Household Income  
Net Worth  
Dwelling Type  
Language Spoken

Occupation  
Education Level  
Donors

## Market Type

U.S. Consumers

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$425.00

## 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