



Parents Who Are Online & Mail Order Buyers

1.8 Million Individuals

Both Postal & Email records available. (Please inquire for the most up to date counts.)

Our Selects Include:

3 Month Hotline \$10.00/M
 Phone Number
 City, State, zip, zip+4
 Delivery Point Bar Code
 Carrier Route
 County, MSA
 Gender
 Age
 Dwelling type
 Yr Home Built
 Est. Home Value
 Est. Income
 Net Worth
 Home-Own/Rent
 # Yrs in Residence
 Age of Mortgage
 Adjustable/Fixed
 Loan to Value Ratio
 Loan Applicant
 Mail Order Buyers
 Donor
 Ethnicity
 Education
 Language Preference
 Occupation
 Cell Phone/Carrier
 Auto Make/Model/Year
 Personal Water Craft
 Boat
 Home Based Business
 Online College/Trade
 College Student
 Debt Consolidation Inquiry
 Gambler
 Health Enthusiast
 Investor
 BizOp
 Outdoorsmen
 Mag Subscriber
 DIY Home
 DIY Auto
 Ailment
 Presence of Children
 Racing Enthusiast
 Tobacco User/Smoker
 Alcohol User
 Vision Impaired
 Insurance Purchaser
 Vehicle Maintenance
 Online Ticket/Movie Purchaser
 Technology Enthusiast

Media One's consumer buyer file is based on actual transactions, opt-ins, and responses. It is further enhanced with real property data records to produce the most accurate and responsive buyer files on the market.

Our Parents Buyer File can be segmented by Child's Age:

Newborn & Toddlers : 0 to 5 yrs old	123,439
Elementary (K-5 th Grade): 6-10 yrs. old	585,211
Middle & High School (6 th -12 th Grade): 11-17 yrs. old	1,117,930

Each record is confirmed for accuracy and deliverability. As a matter of fact, you'll find that Media One's list hygiene standards are some of the most stringent in the industry.

Your buyer list will be custom created to meet your exact needs with more than **133 demographic, lifestyle, interest and behavior characteristics available.**

We are the source, we aggregate and compile data ourselves on a quarterly basis. NCOA and ECOA is done on output of order.

Examples of our Consumer Buying Selects:

- Apparel •Books & Music •Automobiles •Children's Items
- Computers •Crafts/Sewing •Electronics •Entertainment
- Sporting Equipment •Gourmet Food & Wine •Health/Fitness
- High Ticket Merchandise •Housekeeping/Kitchen/Décor
- Magazines •Gardening •Outdoor Recreation •Pets
- Photography •Sports Cards/Collectibles •Stamps/Coins

Most of our clients are repeat customers because they understand what truly deliverable data can do for their business.

