



Parents MasterFile

7,100,000 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

The Media One **Parents of K-12 Students** database consists of parents who have children between the grade levels of Kindergarten through 12th grade.

Available brackets are:

Newborn and Toddlers 0 to 5 years old
 Elementary (K-5th) 6 to 10 years old
 Middle – H.S. (6th – 12th grade) 11 to 17 years old

This file also contains postal and email for African American and Hispanic Parents:

	Postal	Email
African American	318,760	41,412
Hispanic	568,255	73,848

These parents are interested in all aspects of their children's education, learning, growth, and abilities. They have answered survey questions online in regards to receiving information on educational programs, schools, summer camps, learning centers, tutorial programs and any other product and/or services that will enhance their child's education.

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 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 a truly deliverable list can do for their business!

