

# Motherhood Database

Total Universe: 32,242,292

Base Rate: \$45.00/M



visit us online at [amerilist.com](http://amerilist.com)

## Description Summary

Did you know, moms are the gateway to sales? Women make approximately 85% of all purchasing decisions for the household. Often the women making the decisions is a mom. Mom is not only buying for herself; she's also buying for the baby, the teenager, the pet and for the entire soccer team. Now, here's the real kicker... Mom is not just buying diapers and baby wipes, she's purchasing electronics, cars and beauty products. She is also on the market for an fun-filled summer camp, a reputable pediatrician and an accredited private school.

The AmeriList Motherhood Database contains highly responsive consumer data for multi-channel marketing campaigns. This file consists of mothers in the U.S. with one or more children who are looking for products and services that will enhance her family's life.

## How our Data is Compiled

Our data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transaction Data.

## Consider the Facts

- 85% of purchases are made by women
- 80.5% of decision makers are between ages of 30-50 years old
- 28.5% of decision makers have incomes between \$40,000 and \$60,000
- 46.5% of decision makers have a household income over \$60,000
- 71.5% own their home or condo

## Recommended Usage

Our Motherhood Database is the ideal solution for summer camps, pediatricians, private schools, childcare facilities, toy companies, electronic companies, car dealers and party planners.

## Market Type

U.S. Consumer

## List Channels

Postal, Email, Telemarketing

## Source

Internet/On-Line, Catalog, Opt-in e-mail

## Output Options

Electronic, Printed

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$225.00

## Net Name

Floor: 85%

Minimum Quantity: 50,000

Run Charges: \$3.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Commission

A standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Child's Age	\$5/M	Length of Residence	\$5/M	Religion	\$10/M	Interests	\$10.00/M
HH Income	\$5/M	Home Value	\$5/M	Credit Card Type	\$10/M	Occupation	\$5.00/M
Marital Status	\$5/M	Ethnicity	\$5/M	Net Worth Ranking	\$5/M		
Home Owner	\$10/M	Gender	\$5/M	Pet Owners	\$5/M		

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

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