

Grandparents – Mail Order Buyers

470,700 Last 12 Month Buyers
59,800 with E-mail Addresses

Description: Grandparents are spending an unprecedented amount of money on their grandchildren. This group of buyers represents consumers over the age of 65 who have purchased products for babies, children and teens via the Internet, catalogs, and/or direct mail. Some of the products purchased include apparel, children's accessories, children and teen books, toys, dolls, games and puzzles. Reach them through direct mail, e-mail marketing and/or telephone contact.



Selections include: Gender, Lifestyle Interest, Ethnicity, Religion, Recency, Frequency, Dollar Amount, and E-mail Address

Ideal prospects for: Specialty Catalogs, Holiday Offers, Gifts, Toys, Children's Products and Apparel, Book and Magazine Subscriptions, Financial/Insurance Services

BASE (includes all selects) \$80/M

MATERIAL CHARGES

E-mail \$50/F

ADDITIONAL SELECTION CHARGES

SCF \$5/M
State \$5/M
Zip Code \$5/M
Run Charges \$8/M
E-mail Address \$85/M
Deployment \$10/M

Minimum Postal Order: 5,000
Minimum E-mail Order: 20,000

Net Name Policy: Please Inquire

Rental Price is for one time usage

Update Schedule: April 2010

For all inquiries, counts and orders please contact:
Marketing Department
solutions@datalinedata.com