

Families with Home School Interest

TF002

Total list: 440,825

Base Price \$60/M

The Tri-Media homeschooling file consists of people who have bought or inquired about homeschooling products. Demographic profile is predominantly Christian, politically conservative, pro-life and concerned about family values; very active in local Churches. All records 100% Zip+4.

Minimum Order: \$250.00

Profile:

2013+ Recency-----	127,970
2012 Recency-----	35,757
2011 Recency-----	39,544
2010 Recency-----	16,088
Phone Numbers-----	190,128
Female-----	320,479
Male-----	80,178

Head of Household Age:

Ages 18 to 29-----	9,470
Ages 30 to 39-----	58,081
Ages 40 to 49-----	155,643
Ages 50 to 59-----	172,645
Ages 60+-----	20,062

Any age range may be selected.

Income:

\$15,000 to \$34,999-----	37,988
\$35,000 to \$49,999-----	33,592
\$50,000 to \$74,999-----	169,977
\$75,000 to \$99,999-----	80,217
\$100,000+-----	88,871

Multi-buyer Priority Ranking:

1 time buyer/inquirer-----	200,834
2 time buyer/inquirer-----	77,301
3 time buyer/inquirer-----	41,019
4 time+ buyer/inquirer-----	121,060

Ages of Children:

Age 0 to 3-----	73,504
Age 4 to 7-----	116,610
Age 8 to 12-----	243,505
Age 13 to 18-----	214,189

NCOA: Monthly

Selection Charges:

Call for quote on multiple selections

Recency-----	\$20/M
Head of Household Age-----	\$20/M
Age of Children-----	\$20/M
Presence of Children-----	\$10/M
Income-----	\$20/M
Marital Status-----	\$10/M
Gender-----	\$5/M
Multi-buyer Priority-----	\$20/M
Phone-----	\$20/M
State/Zip/County/DMA/MSA/CBA-----	\$5/M
Urban/Rural-----	\$10/M
Radius-----	\$25/Ea
Telemarketing Surcharge-----	\$10/M

Broker Discount on ALL Selections!

Output Charges:

Key Codes/Title Line-----	\$2/M
Email-----	\$25/F
Panel Splits-----	\$10/Ea

Tri-Media Marketing Services	
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