

Families with Home School Interest

TF002

Total list: 255,099

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-----	127,866
2012 Recency -----	35,631
2011 Recency -----	39,499
Phone Numbers -----	110,852
Female -----	185,780
Male -----	43,914

Head of Household Age:

Ages 18 to 29-----	6,847
Ages 30 to 39-----	48,602
Ages 40 to 49-----	102,708
Ages 50 to 59-----	55,443
Ages 60+ -----	20,139

Any age range may be selected.

Income:

\$15,000 to \$34,999 -----	21,046
\$35,000 to \$49,999 -----	19,433
\$50,000 to \$74,999 -----	100,424
\$75,000 to \$99,999 -----	44,539
\$100,000+ -----	47,269

Multi-buyer Priority Ranking:

1 time buyer/inquirer-----	112,088
2 time buyer/inquirer-----	40,782
3 time buyer/inquirer-----	23,183
4 time+ buyer/inquirer-----	79,046

Ages of Children:

Age 0 to 3 -----	32,383
Age 4 to 7 -----	61,423
Age 8 to 12-----	115,275
Age 13 to 18-----	134,653

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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