

Former Home School Families

TF002X

Total list: 654,135

Base Price \$50/M

This list consists of families who previously homeschooled their children. Demographic profile is predominately Christian, politically conservative, pro-life, concerned about family values and very active in their local churches. All records are 100% Zip+4.

Minimum Order: \$250.00

Profile:

Phone Numbers ----- 275,069
Female ----- 433,439
Male ----- 164,981

Head of Household Age:

Ages 18 to 29 ----- 6,908
Ages 30 to 39 ----- 14,847
Ages 40 to 49 ----- 67,677
Ages 50 to 59 ----- 223,628
Ages 60+ ----- 301,556

Any age range may be selected.

Income:

\$15,000 to \$34,999 ----- 56,350
\$35,000 to \$49,999 ----- 50,313
\$50,000 to \$74,999 ----- 228,305
\$75,000 to \$99,999 ----- 118,287
\$100,000+ ----- 127,299

Multi-buyer Priority Ranking:

1 time buyer/inquirer ----- 288,733
2 time buyer/inquirer ----- 136,651
3 time buyer/inquirer ----- 65,897
4 time+ buyer/inquirer ----- 162,246

Ages of Children:

Age 0 to 3 ----- 73,948
Age 4 to 7 ----- 26,697
Age 8 to 12 ----- 42,234
Age 13 to 18 ----- 196,668

Selection Charges:

Call for quote on multiple selections
Recency ----- \$10/M
Head of Household Age ----- \$20/M
Age of Children ----- \$20/M
Presence of Children ----- \$10/M
Marital Status ----- \$10/M
Income ----- \$20/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

Sample Mail Piece Required For Approval

Tri-Media Marketing Services	
Neal Siegel, President	800-874-0338
Wayne Luttrell, VP List Manager	800-874-4062