



DENIM DADS

Stay At Home Father. Self Employed. Devotes Time to His Kids

Segment	Count	Price
Universe / Base Rate	1,094,044	\$85.00/M
Number of Children		+ \$10.00/M
Travel: Family Vacation		+ \$15.00/M
Group: Sports Enthusiast		+ \$15.00/M
Reading: Children's Books		+ \$15.00/M

The modern stay-at-home dad is admired for seeking work life balance. A "DENIM DAD" spends a good chunk of his day online, gleaning parenting tips off Slowlane.com and posting his own. He shares musical tastes with his kids, and appreciates the changing tables in the men's room at Home Depot. A "DENIM DAD" is part of a new crop of consumer influencers who maintain a wider range of media behaviors, possess a higher degree of market smarts and attitude, and are highly skilled at spreading the word. As the next generation of consumer taxonomy emerges, keep your efforts focused on the cutting edge of segmentation evolution. Aspires to be: Peter Saarsgard.

Many additional selects not listed please inquire.

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LIST TYPE
 Consumer- mail, phone,
 email

SOURCE
 Direct Mail, Telemarketing,
 Direct Tv, Modeled

GEOGRAPHY
 Domestic (US)

Counts through 11/03/2009

SELECTS

Cat Owners \$15.00 /M
 City \$2.00 /M
 Dog Owner \$15.00 /M
 Estimated Income \$5.00 /M
 Hobby: Cars/Car Repair
 \$15.00 /M
 Hobby: Home Improvement
 / Repair \$15.00 /M
 Homeowner \$5.00 /M

MINIMUM ORDER 5,000

FOR MORE
 INFORMATION PLEASE
 CONTACT

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