



# PARENTOCRATS

Family Vacations, Purchases Children's Products at any cost!

Segment	Count	Price
Universe / Base Rate	8,177,580	\$75.00/M
Mail Order: Children's Products	2,537,184	+ \$15.00/M
Travel: Family Vacations	2,003,475	+ \$15.00/M
Own a Pool	1,281,824	+ \$15.00/M
Reading: Children's Books	4,260,082	+ \$15.00/M

"PARENTOCRATS" obsess over the best for their children- at any cost. They buy products that multi-task as well as they do and invest in spy software such as Net Nanny. Their lives stay organized with Mom's family calender, a hit on Amazon. They take family vacations, buy children's products and aren't afraid to splurge for the benefit of the kids. The "PARENTOCRAT" 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.

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

Age \$10.00 /M  
 Cat Owners \$15.00 /M  
 City \$1.00 /M  
 Dog Owner \$15.00 /M  
 Estimated Income \$5.00 /M  
 Grandchildren under 12 years of age \$15.00 /M  
 Group: Sports Enthusiast \$15.00 /M

MINIMUM ORDER 5,000

FOR MORE INFORMATION PLEASE CONTACT

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