

Family Life - Grandparents

8,622,082
311,621

TOTAL UNIVERSE / BASE RATE \$95.00/M
Monthly Hotline +\$10.00/M
Emails +\$20.00/M

LIST TYPE

Consumer



Description:

More than 1.7 million individuals become grandparents each year! Family Life - Grandparents represents first-time grandparents as well as those welcoming additional bundles of joy into their lives. Grandparents are known for spending on their grandchildren for the essentials like education as well as for the fun stuff like toys and vacations. More than 75% of grandparents are online; shopping, sharing photos, searching for information, etc., and these grandparents have responded to online questionnaires where they have shared information about themselves. Family Life - Grandparents is selectable by grandchildren's exact age.

Some Interesting Stats:

- The average grandparent has 6 grandchildren.
- Grandparents spend about \$52 billion yearly on grandchildren including gifts and expenditures.

Source:

Direct Response

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



Focus USA

95 North State Route 17, Suite 109
Paramus, NJ 07652
Tel: (201) 489-2525
Fax: (201) 489-4499
E-mail: info@focus-usa-1.com
Web: www.focus-usa-1.com

SELECTS

Children by Age	\$7.50/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
Religion	\$5.00/M
Spanish Speaking Households	\$10.00/M
State, Zip, SCF	\$5.00/M

Please inquire for
additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

86% Female
14% Male
Median Age: 57
Median Household Income: \$54,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$6.50/M
ZIP+4	\$6.50/M