

# The Credit Seeker Single Parent Base

1,272,145  
90,110

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline  
Emails

\$80.00/M  
+\$10.00/M  
+\$20.00/M

## LIST TYPE

Consumer



postal

email

## Description:

The Credit Seeker Single Parent Database identifies individuals with one or more children present in the household. Single mothers and single fathers are selectable as well as children's age range. These are busy people who want to be the best parent they can be and they are constantly looking for products or services that will help them manage their households more effectively. This database consists of heads of households who have sought credit by responding to some type of direct mail or online promotion offering discount clubs and/or catalog clubs. This hard-to-find audience is an excellent source of prospects for insurance, financial, publishing, and seminars as well as any offers targeting individuals with children living at home. This file is GLB compliant.

### Children's Age Ranges:

0-3  
4-6  
7-9  
10-12  
13-18

## SELECTS

Age	\$6.00/M
Catalog Shoppers	\$10.00/M
CSI (Credit Score Index)	\$15.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Income	\$6.00/M
Length of Residence	\$5.00/M
Marital Status	\$5.00/M
MOB by Category	\$10.00/M
Presence of Children	\$5.00/M
Renter	\$5.00/M
Secured Card Holders	\$10.00/M
State, Zip, SCF	\$5.00/M

## Source:

Direct Mail and Online

## 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.

Please inquire for additional selects.

## MINIMUM ORDER

Postal: 10,000  
Email: 20,000

## DEMOGRAPHICS

47% Female  
53% Male  
Median Age: 36  
Median Household Income: \$43,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M



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