

# Families with Homeschooling Interest

TF002

**Total list: 601,351**

**Base Price .... \$60/M**

The Tri-Media homeschooling file consists of people who have bought or inquired about homeschooling products. Demographic profile is predominantly Christian, politically conservative, pro-life and concerned about family values; very active in local Churches. All records 100% Zip+4.

Minimum Order: \$250.00

## Profile:

Email addresses (See detailed datacard TF036) ----- 35,000  
2010+ Recency ----- 104,084  
2009 Recency ----- 67,243  
2008 Recency ----- 73,126  
2007 Recency ----- 69,611  
  
Phone Numbers ----- 312,078  
Female ----- 408,339  
Male ----- 106,434

## Head of Household Age:

Ages 18 to 29 ----- 9,242  
Ages 30 to 39 ----- 80,805  
Ages 40 to 49 ----- 214,447  
Ages 50 to 59 ----- 192,325  
Ages 60+ ----- 58,927  
Any age range may be selected.

## Income:

\$15,000 to \$34,999 ----- 93,870  
\$35,000 to \$49,999 ----- 114,061  
\$50,000 to \$74,999 ----- 143,703  
\$75,000 to \$99,999 ----- 80,880  
\$100,000+ ----- 115,817

## Multi-buyer Priority Ranking:

1 time buyer/inquirer ----- 271,249  
2 time buyer/inquirer ----- 92,424  
3 time buyer/inquirer ----- 51,499  
4 time+ buyer/inquirer ----- 183,144

## Ages of Children:

Age 0 to 3 ----- 139,252  
Age 4 to 7 ----- 167,125  
Age 8 to 12 ----- 243,280  
Age 13 to 18 ----- 320,096

**NCOA: Monthly**

**100% Deliverability Guaranteed!**

## If this list interests you, we also recommend:

· TF036 Email addresses for Home School Families

Revised: August 08, 2011

## Selection Charges:

Call for quote on multiple selections

Email Addresses ----- \$30/M  
Recency ----- \$20/M  
Head of Household Age ----- \$20/M  
Age of Children ----- \$20/M  
Presence of Children ----- \$10/M  
Income ----- \$20/M  
Marital Status ----- \$10/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  
Cheshire Labels ----- N/C  
4-Up PSL ----- \$5/M  
CD ----- \$20/F  
4x6 Telemarketing Cards ----- \$10/M  
Galley List ----- \$10/M  
Presort/Barcode ----- \$5/M\*  
\* \$50 minimum charge.

### Tri-Media Marketing Services

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