

Families with Home School Interest

TF002

Total list: 425,653

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:

2013+ Recency -----	127,501
2012 Recency -----	35,636
2011 Recency -----	39,401
2010 Recency -----	16,037
Phone Numbers -----	184,496
Female -----	310,656
Male -----	76,630

Head of Household Age:

Ages 18 to 29 -----	8,705
Ages 30 to 39 -----	55,033
Ages 40 to 49 -----	149,128
Ages 50 to 59 -----	164,062
Ages 60+ -----	24,871

Any age range may be selected.

Income:

\$15,000 to \$34,999 -----	36,528
\$35,000 to \$49,999 -----	32,364
\$50,000 to \$74,999 -----	164,454
\$75,000 to \$99,999 -----	77,529
\$100,000+ -----	85,934

Multi-buyer Priority Ranking:

1 time buyer/inquirer -----	193,843
2 time buyer/inquirer -----	73,228
3 time buyer/inquirer -----	39,487
4 time+ buyer/inquirer -----	119,095

Ages of Children:

Age 0 to 3 -----	75,084
Age 4 to 7 -----	96,549
Age 8 to 12 -----	238,415
Age 13 to 18 -----	191,586

NCOA: Monthly

If this list interests you, we also recommend:

- TF002X Former Home School Families

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
Panel Splits -----	\$10/Ea

Tri-Media Marketing Services	
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