



- A] QUANTITY
- B] DESCRIPTION
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FILE: TYKES AND TOTS - CHILDREN PRESENT AGES 0 - 10

COUNTS THROUGH: 6.15.2007

A] QUANTITY

QUANTITY	INFO	BASE RATE
8,563,893	Total Universe	\$80/M
8,563,893	Last 12 Months	\$80/M
714,484	Monthly Hotline	Additional \$10/M
2,874,946	Quarterly Hotline	Additional \$5/M
	Fundraising Rate	\$65/M
	Publishers Rate	\$65/M

B] DESCRIPTION

This file represents households in America with younger children present in the household. Tykes and Tots are at the ages prior to the teenage years and still need extra care and attention and still like spending time with Mom and Dad.

The Parents in this file have an average income of \$90,000 and most are employed professionally. Over 75% of this file is homeowners with over 200,000 new homeowners. This file is great for re-finance offers, children's toy offers, family vacation offers, and products that make any parents life easier. Ages of children are selectable as is gender and number of children in the household. Lifestyle, Psychographic and Demographic data points make this list one of a kind for targeting.

Send them your offer today!

SELECTIONS *Credit Responses & Buyers*

» Parent: Works From Home	665,471
» One Child Present	3,665,039
» Two Children Present	2,470,150
» Three Children Present	1,360,008
» Four+ Children Present	997,974
» Child Gender Male	4,287,587
» Child Gender Female	4,206,162

SELECTIONS *Lifestyles*

» Child: Ages 0 - 2	2,397,213
» Child: Ages 3 - 5	3,839,609
» Child: Ages 6 - 10	2,326,990
» Child: Ages 0 - 10	8,563,893
» Parent: Catalog Purchaser	5,734,016
» Parent: Credit Cards	5,425,724
» Parent: Income 100K+	2,129,206



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I . O THE NEXT GENERATION IN CONSUMER DATA

C] SELECTS

DESCRIPTION	BASE RATE
3 Month Hotline	\$10/M
Child's Age Range	\$10/M
Age Range	\$10/M
Credit Card	\$10/M
Donors	\$10/M
Education Level	\$10/M
Ethnicity	\$10/M
Gender/Sex	\$5/M
Home Owner	\$10/M
Income Range	\$10/M
Lifestyle Interests	\$10/M
Mail Order Buyers	\$10/M
Monthly Hotline	\$20/M
Presence of Children	\$10/M
SCF	\$7/M
State	\$5/M
Zip	\$10/M

D] ADDRESSING

DESCRIPTION	BASE RATE
Key Coding	\$3.5/M
CD ROM	\$75/F
E-mail	\$75/F
FTP	\$75/F

E] ORDERING INSTRUCTIONS

DESCRIPTION	INFO
10,000 Name Minimum	
85% Net Name available on orders 50,000 or more	\$8/M <i>Run Charge</i>
Re-use pricing available	\$70/M <i>+Select</i>
Telemarketing is not available	

E] CONTACT

EMAIL: DATASALES@MEDIAHEIGHTS.COM

DATA CARDS: WWW.MEDIAHEIGHTS.COM/DDC

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