

Hispanic Families With Children

4,484,602	Hispanic Families With Children	\$55.00/M
2,030,189	Emails	+20.00/M
2,919,476	Bankcard Holders	+10.00/M



List Description

There are over 38 million Hispanics in the U.S. and that population is expected to reach 74 million by the year 2020. Even with such a large population, the average Hispanic household receives only 20 pieces of direct mail a year compared to the average non-Hispanic household which receives 300! Family and community come first for Hispanics, especially children. Hispanic children tend to assimilate and learn English quickly because they want to fit in socially. Often, they translate English for their parents. Hispanics tend to be very brand loyal and spend more on national and popular brands than the general population. They generally look for good value for their money. For example, 88% of all Hispanic households redeem coupons; that's 10% higher than the average U.S. non-Hispanic household. This quickly growing Hispanic market is one that mailers should not overlook. Hispanics are great prospects for everything from credit cards, educational products and telecommunications to continuity programs, electronics and insurance.

Selections

State, Zip, SCF	5.00/M
Zip + 4	6.50/M
Gender	6.00/M
Age	6.00/M
Income	6.00/M
Children By Age	7.50/M
Homeowners	5.00/M
Magazine Buyers	7.50/M
Music Interest By Type	7.50/M
Sweepstakes Entrants	7.50/M
Travelers	7.50/M
Electronic Product Buyers	7.50/M
Sports Interest	7.50/M
Book Buyers	7.50/M
MOB By Category	7.50/M
Retail Shoppers (By type of store)	7.50/M

Please inquire for more available selects.

Source

Proprietary surname/first name formula and census data overlaid with mail order buyer, self reported, transactional and demographic data.

Payment: Visa and Mastercard accepted.
Pre-payment required for new clients.
Cancellation fees apply.

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00/F
E-mail Fee	50.00/F

Minimum Order:

Postal: 10,000
Email: \$1,700.00



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