

Young Family Direct Mail Advertising Program

Reaches large shopping-basket, highly responsive households with children ages 0-12 looking for savings on nearly every category. Offers selectivity on hundreds of variables.

37,500,000 per year
• January, April, September
June, November

\$40/m
7.5mm

Selection Variables Include:

Age of adult Age of child
Homeownership Income
Product interest

- Source: 100% direct mail
- Usage: Over 200 direct mail firms

Consumer Profile:

- Families with children 0-12 years
- 96% female head of HH age 18-44 years
- Household income range: \$25,000-\$65,000
- Home ownership: 80%

Category exclusivity and right of first refusal on future programs guaranteed by contract.

Key Categories of Interest:

- Travel
- Meal Solutions
- Health Care/First Aid
- Cleaning Products
- School Supplies
- Financial Services
- Personal Care
- Grocery Items/Nutrition
- Home Entertainment
- Personal Electronics
- Internet Access

Produced and Managed by Madison Direct Marketing

Program Manager

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Mail Dates:

See attached calendar

Gender:

100% Female

Materials:

Preprinted paper inserts

Maximum Size:

5 1/2" x 8 1/2" folded

Paper Stock:

Minimum required: 50 lb

Standard Weight:

0.10 oz.

Selection and Incremental Weight Charges:

Age: \$20/m

Geography: \$10/m

Weight: \$12.50/m for each incremental 1/10 oz.

Sample: \$15/m surcharge

Specifications for oversized and overweight materials and dry or liquid product samples will be provided on request.

Call for product category, multi-brand and volume discounts, plus special requirements including oversize/overweight inserts and product samples.

Sample insert/mail piece required.

Printing and creative services available upon request.



Young Family Mailer Outer Envelope
Sample available upon request.