

SEGMENTS

1,752,450	Total Universe /Universe Rate	\$90.00/M
113,479	1 Month Hotline	+ \$15.00/M
340,126	3 Month Hotline	+ \$10.00/M

DESCRIPTION

The Moms Shopping for Kids Deals mailing list from Midway Direct Marketing allows you to reach mothers shopping for their kids. These parents are looking for the best deals available to save on kids items including clothes, footwear, toys, gifts and other products. They enjoy all membership benefits that shopping clubs have to offer earning reward points and receiving coupons. The mothers shopping list is an excellent source to target with all kids promotions, products, household items, discount shopping clubs, and others.

This file has been created from different Can-Spam compliant opt-in websites. The file is 100% opt-in. These individuals have opted-in to receive emails from third parties. Our records are frequently updated with all NCOA processing, each record has been verified, scrubbed and cleaned. < <

DATE

UPDATED	02/02/2016
CONFIRMED	02/02/2016

GENDER

0% MALE 0% FEMALE

SOURCE

Internet/On-Line, Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Date of Birth	\$10.00/M
Presence of Children	\$10.00/M
Home Owner	\$10.00/M
Income Select	\$10.00/M
Gender	\$8.00/M
Monthly Hotline	\$15.00/M
Credit Card Holders	\$10.00/M
Phone Number	\$150.00/M

ADDRESSING

FTP	\$25.00/F
EMAIL	\$25.00/F

MINIMUM ORDER

5,000
\$250.00 MINIMUM PAYMENT

CANCELLATION

Cancellation Fee	\$250.00/F
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EXCHANGES

Exchange is not allowed

REUSE

Please inquire

OWNER/MANAGER

---MANAGER'S EMAIL ADDRESS---
Ron Davidson 224 241-2022
rdavidson@midwaydirectmarketing.com

Midway Direct Marketing
815 N. Delphia
Park Ridge IL 60068
MANAGER
Phone: (224) 241-2022
Fax:

NET NAME ARRANGEMENTS

Net Name is allowedRun Charges \$8.00/M