

Single Parent Households by Marigold

Single Parent Households

DESCRIPTION

Marigold's Single Parent Household file provides an ideal target market for direct marketers looking to target single parents throughout the US. As a single parent, juggling work and family responsibilities requires a tremendous amount of time management. As a result, these highly responsive individuals generally don't have time to shop in person and rely on direct marketing efforts for their main source of purchasing.

SELECTS

Age	\$5/M
Income	\$5/M
Monthly Hotline	\$5/M

LIST INFO

Total Count:	5,382,304
Base Price:	\$70/M
Source:	Compiled lists
Geography:	USA
Min. Purchase:	\$500.00
Market:	Consumer

LIST TYPES AVAILABLE

Postal
Phone

LIST MAINTENANCE

New to Market	04/24/2012
Update Freq.	Monthly

DELIVERY OPTIONS

Email Delivery	\$50
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ADDRESSING OPTIONS

Text/Excel	\$0/
Mailing Labels	\$10/

CONTACT NAME	ROLE	EMAIL	PHONE	FAX
TJ Downey	List Manager	tj@marigolddirect.com	(646) 442-2076	(888) 761-8817

Are you interested in marketing to a specific subset, demographic, or geographic area of this list? Request a count for the segment you are looking for by calling us at (212) 696-5000.