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The Young Family File

Mail Order and Telemarketing Database

General Information:

New to the market and exclusively available through HJM, The Young Family File is a fantastic opportunity for you to reach home owning families with children aged 0-10 years old.

The data has been captured via a number of channels including telephone surveys, response coupons, off the page advertisements and mail order offers. All data has been cleaned and verified within the last month and may be selected across a number of key fields associated with accurately targeting the young family sector.

The Young Family File has been maintained to a very high level and is available for single and 12 month multiple use rental.

Profile:

- Age 25 – 45yrs,
- 70% female
- Household income £20k - £35k
- Married with children at home
- Home owners
- Regular online, mail order and retail spenders
- Multiple car families
- Financially astute
- Regular credit card spend
- Hobbies & interests include regular UK and short haul holidays, DIY, leisure activities, sports, home and garden

Selections:

- Homeowner
- Marital Status
- Household Income
- Occupation
- First or second time mum
- Child DOB & gender
- Number of children in the household
- Recency
- Geographic

Volumes:

- 200,000+ postal records,
- 190,000 post TPS telephone records

Useful Information:

With approx 200,000 young family households; The Young Family file gives you an excellent opportunity to target one of the UK's most responsive and regular purchasing audiences. This file is ideal for a broad range of offers, including financial services, subscription offers, mail order promotions, travel, leisure and utilities.

Costs:

Base Rental:	£110/000
Selections:	£15/000
Delivery:	£60.00
Run On:	£13/000
Commission:	15%
Min. Order:	5,000 records

Contact:

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