

Single Working Moms by CRN

Comprehensive listing of single mothers in the workplace. 30% BROKER COMMISSION!

SEGMENTS

2,608,664	TOTAL UNIVERSE / UNIVERSE RATE	\$70/M
0	30 Day Hotline	\$15/M
0	3 Month Hotline	\$10/M
0	6 Month Hotline	\$5/M
2,559,250	Mail Order Buyers	\$15/M
180,896	Child Nearing HS Graduation	\$25/M

ID NUMBERS

MANAGER	
NEXTMARK ID	221546
MIN ID	347576
SRDS ID	889091-000

MEDIA TYPE

Consumer	<input type="checkbox"/>
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SOURCE

Compiled lists

GEOGRAPHY

United States

OPT-IN

MAINTENANCE

MARKET ENTRY	
NEW TO MANAGER	
COUNTS THROUGH	09/01/2014

DATA CARD MAINTENANCE

NEW TO SYSTEM	11/29/2007
LAST UPDATE	09/10/2014
NEXT UPDATE	12/31/2014
UPDATE FREQUENCY	Quarterly

DESCRIPTION

These strong and independent women place their children as their spending priority. This makes them a perfect market for childcare services, fun activities and trips close to home, mail-order toys and other products. Furthermore, they are constantly searching for affordable alternatives to products and services that they already use and are extremely open to trying new options. Also, since there is no male in the household, this group of consumers is often in need of services such as plumbing, carpentry, contracting, electrical and mechanical. Often in need of a little extra spending power, they are prime candidates for home and auto loans, credit cards, lines of credit and mortgages, as well as insurance offers and money-making opportunities.

PROFILE

SELECTS

AGE	\$7/M
AGE OF CHILDREN	\$15/M
DWELLING TYPE	\$15/M
ETHNICITY	\$15/M
GEO SELECT	\$5/M
HOME OWNER	\$15/M
INCOME SELECT	\$7/M
LENGTH OF RESIDENCE	\$15/M
LIFESTYLE SELECT	\$15/M
OCCUPATION	\$15/M
SPOKEN LANGUAGE	\$15/M

MANAGER

Datamatrix Lists
<http://www.datamatrixlists.com>

GENDER

MALE	0%
FEMALE	100%

AVERAGE INCOME

VALUE	52,000
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MINIMUM ORDER

MINIMUM QUANTITY	3,000
MINIMUM PRICE	\$250

COMMISSIONS

BROKER	30%
AGENCY	15%

NET NAME ARRANGEMENTS

NET NAME IS ALLOWED	
FLOOR	85
MINIMUM QUANTITY	25,000
RUN CHARGES	\$10/M

EXCHANGES

EXCHANGE IS NOT ALLOWED

REUSE

REUSE IS ALLOWED	
MINIMUM QUANTITY	0
RUN CHARGE	\$0/M

CANCELLATION

CHARGES	\$0/M
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KEY CODING

KEY CODING IS AVAILABLE	
CHARGES	\$3/M

ADDRESSING

EMAIL	\$50/F
FTP	\$75/F

SPECIAL INSTRUCTIONS

CONTACTS

CONTACT	ROLE	EMAIL	PHONE	FAX
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