



## Presence of Children Consumer Database

**TOTAL RECORDS:** 33,201,434      **BASE PRICE:** Ask Your Rep Today!  
**EMAIL RECORDS:** Contact for Universe Today!

With over 33 million Parents in our presence of children database consumers available from Cobalt Media, our clients are sure to find a vast number of recipients ready to receive their message. Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. By utilizing Cobalt Media many demographic selection options, finding the perfect prospect has never been easier.

Our Parents of K-12 Students list consists of parents who have children that are under the age of 18 in the household. These parents are interested in all aspects of their children's education, learning, growth, and abilities. They have answered survey questions online in regards to receiving information on educational programs, schools, summer camps, learning centers, tutorial programs and any other product and/or services that will enhance their child's education. These consumers are also great targets for any consumer offer including apparel, clothing, electronics, magazines, books, music, and much more.

### Consumer Buying Selects:

- Apparel
- Computers
- Sporting equipment
- Housekeeping/Kitchen/Décor
- Pet supplies
- Books & Music
- Crafts/Sewing material
- Gourmet/Food & Wine
- Magazines
- Photography
- Automobiles
- Electronics
- Health/Fitness
- Outdoor/Gardening
- Stamps/Coins
- Children's Items
- Entertainment
- High Ticket Merchandise
- Outdoor/Recreation
- Sports Cards/Collectibles

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Consumer Selects:

- Home Owners
- Age/Date of Birth
- Gender
- Special Hobbies
- Renters
- Voting Behavior
- Presence of Children
- Credit Card Holder
- Zip Code/City/State
- Income
- Presence of Pet
- Investors
- Household Income
- Martial Status
- Ethnicity
- Net Worth

### SELECTIONS:

- 3 Month Hotline: ..... \$10/M
- Geography: ..... \$5/M
- Investment Type: ..... \$5/M
- Income: ..... \$5/M
- Net Worth: ..... \$5/M
- Age: ..... \$5/M
- Gender: ..... \$5/M
- Martial Status: ..... \$5/M
- Mail Order Buyer: ..... \$5/M
- Magazine Subscriber: ..... \$5/M
- Donor: ..... \$5/M
- Ethnicity: ..... \$5/M
- Religion: ..... \$5/M
- Book Buyer: ..... \$5/M
- Homeowner: ..... \$5/M
- Length of Residence: ..... \$5/M
- Presence of Children: ..... \$5/M
- Age of Child Present: ..... \$5/M
- Telephones: ..... \$25/M

### UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.