

Market Update 2010

CHILDREN & TEENS



Proven responsiveness is the hallmark of ALC's recommended high performance children's market lists. From new parents to moms and dads of teens, this is a national audience you need to reach.

Today's kids, tweens, and teens wield a powerful market influence all their own. The members of this 83 million-strong group are swaying household purchasing decisions by playing the role of Chief Technology Officers at home, helping their parents find product and service information and giving advice on new tech purchases. Nearly half of 9 to 17 year olds were asked to go online to aid in making a purchasing decision, a number that's only gone up as 80% of teens, 66% of tweens, and 44% of children now use the internet at least once a day.

Highly connected kids spend their own money and influence their parent's buying decisions when it comes to personal care and health products, apparel, entertainment, and technology. Moms and dads are also investing time and money in social conscience trends, inspired by political and celebrity personalities' child nutrition programs and green campaigns.

Info-saturated children and teens have more household purchasing influence than ever before. Your sure-fire way to get the family's attention is through ALC direct mail lists that break through the e-media surge to offer a refreshing, hands-on shopping experience for parents and kids alike.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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www.ALCdata.com

Children & Teens

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Active Ride Shop	182,000	\$105/M	CCS, Dan's Competition, Skateboarder Magazine	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
ALC Milestones New Baby	18,000,000	\$85/M	Learning Care Group, Shutterfly, WalMart	Emily Briody – 609-580-2971 emily.briody@alc.com
1 Month Hotline Pre-Natal	43,000	\$85/M		
		+\$10/M		
1 Month Hotline Post-Natal	65,000	\$85/M		
		+\$10/M		
Alloy Gen Y Database	19,300,000	\$95/M	Body Central, Fossil, Free People, Journey's, Mattel, Oriental Trading Co., Pottery Barn Kids, and more	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Alloy Teen Boys	1,200,000	\$110/M		
Alloy Teen Girls	3,500,000	\$110/M		
Alloy Parent Catalog Buyers (Alloy & Delia*s)	13,500,000	\$95/M		
Council for Exceptional Children	61,000	\$115/M	Benchmark Education Company, Beyond Play LLC, Toys to Grow On	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Disney FamilyFun Magazine	1,555,000	\$105/M	Connections Academy, Highlights for Children, National Geographic Kids	Susan Packard – 609-580-2785 susan.packard@alc.com
DRG Creative Girls Club	44,000	\$105/M	American Girl Catalog, Discovery Girls, National Geographic Kids	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Edvisors College Student Network			International Scholar Laureate, Kaplan University, NY University	Emily Briody – 609-580-2971 emily.briody@alc.com
Children Age 14-18 – Postal	327,000	\$95/M		
		+\$12/M		
Children Age 14-18 – Email	327,000	\$95/M		
		+\$12/M		
Free People	195,000	\$115/M	Athleta, Fossil, Victoria's Secret	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Highlights for Children Magazine Subscribers	750,000	\$100/M	Back to Basics Toys, Constructive Playthings, Cricket Magazine, Harriet Carter Gifts, Hearthsong, Kids Discover, Mattel, Inc., Mindware, National Geographic Kids, and more	Susan Packard – 609-580-2785 susan.packard@alc.com
Continuity Book Clubs for Kids	258,000	\$105/M		
Early Childhood Masterfile	291,000	\$105/M		
Family Masterfile	1,689,000	\$100/M		
Gift Givers	551,000	\$100/M		
Merchandise Buyers	171,000	\$110/M		
Meredith			Babies R Us, Children's Place, Highlights for Children, Nestle Food Company, and more	Susan Packard – 609-580-2785 susan.packard@alc.com
American Baby	1,609,000	\$110/M		
Parents	1,488,000	\$105/M		
Meredith Corporation	45,000,000	\$105/M		
PerfectMatch Modeling		+\$25/M		
		Scoring		
Mindware	319,000	\$100/M	Discovery Channel, Hearthsong, Mattel Inc.	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Play-A-Sound Children's Books	467,000	\$95/M	Children's Better Health Institute, Highlights for Children, Zoo Consortium	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Redan Fun To Learn Masterfile	158,000	\$95/M	Bitty Baby, EToys Direct, Highlights for Children, Oriental Trading Co., and more	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Disney & Me (formerly Winnie the Pooh)	48,000	\$95/M		
Disney Princess	47,000	\$95/M		
Preschool Playroom	36,000	\$95/M		
Urban Outfitters	1,382,000	\$110/M	Alloy, CCS Mail Order, Fossil	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
U.S. Kids Masterfile	181,000	\$95/M	American Girl, National Geographic Kids, Oriental Trading Co., Zoo Consortium, and more	Susan Packard – 609-580-2785 susan.packard@alc.com
Humpty Dumpty Magazine	61,000	\$95/M		
Jack and Jill Magazine	94,000	\$95/M		
Turtle Magazine	81,000	\$95/M		
U.S. Kids Preschoolers	117,000	\$95/M		

Click List Names to View Datacards

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Children & Teens

Enhanced Files

List	Count	Rate	Contact
ALC Milestones Engaged Brides & Grooms to Be			Emily Briody – 609-580-2971 emily.briody@alc.com
1 Month Hotline Presence of Children	4,000	\$100/M+\$10/M+\$20/M	
6 Month Hotline Presence of Children	22,000	\$100/M+\$10/M	
ALC Milestones New Movers Direct	175,000	\$100/M+\$10/M	Emily Briody – 609-580-2971 emily.briody@alc.com
1 Month Hotline Presence of Children			
ALC Milestones Newly Divorced			Emily Briody – 609-580-2971 emily.briody@alc.com
1 Month Hotline Presence of Children	5,000	\$100/M+\$10/M+\$20/M	
6 Month Hotline Presence of Children	39,000	\$100/M+\$10/M	
ALC Milestones Newlywed Husbands & Wives			Emily Briody – 609-580-2971 emily.briody@alc.com
1 Month Hotline Presence of Children	1,000	\$100/M+\$10/M+\$20/M	
6 Month Hotline Presence of Children	8,000	\$100/M+\$10/M	
American Diabetes Enhanced – Presence of Children			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-3	49,000	\$80/M+\$16/M	
Children Age 4-6	52,000	\$80/M+\$16/M	
Children Age 7-9	62,000	\$80/M+\$16/M	
Children Age 10-12	66,000	\$80/M+\$16/M	
Children Age 13-18	136,000	\$80/M+\$16/M	
AMO Corporate Mega-Masterfile			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Children 0-9	66,000	\$105/M+\$16/M	
Children 10-18	71,000	\$105/M+\$16/M	
Artistic Direct Enhanced – Children by Age			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Children Age 0-3	171,000	\$90/M+\$16/M	
Children Age 4-6	126,000	\$90/M+\$16/M	
Children Age 7-9	128,000	\$90/M+\$16/M	
Children Age 10-12	114,000	\$90/M+\$16/M	
Children Age 13-18	187,000	\$90/M+\$16/M	
Children Age 0-18	505,000	\$90/M+\$16/M	
Barneys New York Enhanced – Buyers with Children	123,000	\$120/M+\$16/M	Sara Jones – 609-580-2539 sara.jones@alc.com
CDS Xpress Moves Demographic Segments – Presence of Children	5,500	\$80/M+\$15/M	Sara Jones – 609-580-2539 sara.jones@alc.com
Children's Cancer Research Fund Enhanced – Presence of Children			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-3	23,000	\$80/M+\$16/M	
Children Age 4-6	19,000	\$80/M+\$16/M	
Children Age 7-9	21,000	\$80/M+\$16/M	
Children Age 10-12	19,000	\$80/M+\$16/M	
Children Age 13-18	29,000	\$80/M+\$16/M	
Children Age 0-18	82,000	\$80/M+\$16/M	
Direct Checks Enhanced Masterfile			Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Children Age 0-3	322,000	\$90/M+\$12/M	
Children Age 4-6	317,000	\$90/M+\$12/M	
Children Age 7-9	322,000	\$90/M+\$12/M	
Children Age 10-12	305,000	\$90/M+\$12/M	
Children Age 13-18	499,000	\$90/M+\$12/M	
Disney FamilyFun Enhanced – Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-2	241,000	\$105/M+\$16/M	
Children Age 3-5	264,000	\$105/M+\$16/M	
Children Age 6-10	367,000	\$105/M+\$16/M	
Children Age 11-15	188,000	\$105/M+\$16/M	
Children Age 16-17	89,000	\$105/M+\$16/M	

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List	Count	Rate	Contact
Dow Jones Consumer Enhanced Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-3	80,000	\$170/M+\$16/M	
Children Age 4-6	82,000	\$170/M+\$16/M	
Children Age 7-9	91,000	\$170/M+\$16/M	
Children Age 10-12	81,000	\$170/M+\$16/M	
Children Age 13-18	134,000	\$170/M+\$16/M	
Children Age 0-18	313,000	\$170/M+\$16/M	
DRG Families with Children Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-6	112,000	\$105/M+\$15/M	
Children Age 7-12	90,000	\$105/M+\$15/M	
Children Age 13-18	76,000	\$105/M+\$15/M	
The Economist Enhanced			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-3	33,000	\$145/M+\$15/M	
Children Age 4-6	31,000	\$145/M+\$15/M	
Children Age 7-9	31,000	\$145/M+\$15/M	
Children Age 10-12	27,000	\$145/M+\$15/M	
Children Age 13-18	45,000	\$145/M+\$15/M	
Children Age 0-18	119,000	\$145/M+\$15/M	
Entrepreneur Media Enhanced – Presence of Children			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-3	113,000	\$120/M+\$12/M	
Children Age 4-6	71,000	\$120/M+\$12/M	
Children Age 7-9	68,000	\$120/M+\$12/M	
Children Age 10-12	64,000	\$120/M+\$12/M	
Children Age 13-18	96,000	\$120/M+\$12/M	
Forbes Enhanced Masterfile – Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-5	65,000	\$140/M+\$16/M	
Children Age 6-10	65,000	\$140/M+\$16/M	
Children Age 11-15	72,000	\$140/M+\$16/M	
Children Age 16-17	76,000	\$140/M+\$16/M	
Frontgate & grandinroad Enhanced Masterfile – Children by Age			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
3 Month Count for All Ages			
Children Age 0-6	19,000	\$120/M+\$15/M	
Children Age 7-9	12,000	\$120/M+\$15/M	
Children Age 10-12	10,000	\$120/M+\$15/M	
Children Age 13-18	14,000	\$120/M+\$15/M	
Golfsmith Corporate Enhanced Masterfile Children by Age			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Children Age 0-6	56,000	\$105/M+\$17/M	
Children Age 7-12	62,000	\$105/M+\$17/M	
Children Age 13-18	51,000	\$105/M+\$17/M	
GreenCore Masterfile – Families with Children	69,000	\$100/M+\$11/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Habitat for Humanity Enhanced – Presence of Children			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-3	38,000	\$80/M+\$16/M	
Children Age 4-6	31,000	\$80/M+\$16/M	
Children Age 7-9	37,000	\$80/M+\$16/M	
Children Age 10-12	35,000	\$80/M+\$16/M	
Children Age 13-18	72,000	\$80/M+\$16/M	
Harry & David Mail Order Buyers Enhanced – Children by Age			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-5	131,000	\$100/M+\$12/M	
Children Age 6-10	134,000	\$100/M+\$12/M	
Children Age 11-17	290,000	\$100/M+\$12/M	

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List	Count	Rate	Contact
Hearst Young Families Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-3	350,000	\$105/M+\$15/M	
Children Age 4-6	284,000	\$105/M+\$15/M	
Children Age 7-9	274,000	\$105/M+\$15/M	
Children Age 10-12	303,000	\$105/M+\$15/M	
Children Age 13-18	684,000	\$105/M+\$15/M	
J.C. Whitney Enhanced Database – Children by Age			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-3	45,000	\$100/M+\$16/M	
Children Age 4-6	39,000	\$100/M+\$16/M	
Children Age 7-9	42,000	\$100/M+\$16/M	
Children Age 10-12	46,000	\$100/M+\$16/M	
Children Age 13-18	80,000	\$100/M+\$16/M	
Kalmbach Hobby Enthusiasts Masterfile – Children by Age			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-3	25,000	\$90/M+\$11/M	
Children Age 4-6	21,000	\$90/M+\$11/M	
Children Age 7-9	25,000	\$90/M+\$11/M	
Children Age 10-12	25,000	\$90/M+\$11/M	
Children Age 13-18	46,000	\$90/M+\$11/M	
Children Age 0-18	97,000	\$90/M+\$11/M	
Kiplinger's Consumer Enhanced Masterfile Children's Apparel & Merchandise Buyers	81,000	\$140/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Meredith Database Families with Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-2	2,518,000	\$100/M+\$16/M	
Children Age 3-5	1,648,000	\$100/M+\$16/M	
Children Age 6-12	3,036,000	\$100/M+\$16/M	
Children Age 13-18	3,735,000	\$100/M+\$16/M	
MH2 Consumer + Credit – Presence of Children			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Children Age 0-2	1,082,000	\$85/M+\$10/M+\$5/M	
Children Age 3-5	707,000	\$85/M+\$10/M+\$5/M	
Children Age 6-10	1,204,000	\$85/M+\$10/M+\$5/M	
Children Age 11-17	2,033,000	\$85/M+\$10/M+\$5/M	
The Nature Conservancy Enhanced – Presence of Children	42,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Niederlander Organization Enhanced Database – Presence of Children			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Children Age 0-3	53,000	\$95M+\$10/M	
Children Age 4-6	58,000	\$95M+\$10/M	
Children Age 7-9	69,000	\$95M+\$10/M	
Children Age 10-12	65,000	\$95M+\$10/M	
Children Age 13-18	113,000	\$95M+\$10/M	
Neiman Marcus Horchow Enhanced Database – Presence of Children	103,000	\$115/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
North Shore Animal League America Young Families			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 0-3	121,000	\$80/M+\$16/M	
Children Age 4-6	64,000	\$80/M+\$16/M	
Children Age 7-9	62,000	\$80/M+\$16/M	
Children Age 10-12	63,000	\$80/M+\$16/M	
Children Age 13-18	119,000	\$80/M+\$16/M	
Outside Magazine Enhanced Families with Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-3	50,000	\$105/M+\$11/M	
Children Age 4-6	38,000	\$105/M+\$11/M	
Children Age 7-9	40,000	\$105/M+\$11/M	
Children Age 10-12	37,000	\$105/M+\$11/M	
Children Age 13-18	55,000	\$105/M+\$11/M	

Children & Teens

Enhanced Files

List	Count	Rate	Contact
PrecisionAlert Investment Enhanced Subscribers – Presence of Children	34,000	\$130/M+\$12/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Provell – Families with Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-3	385,000	\$90/M+\$10/M	
Children Age 4-6	202,000	\$90/M+\$10/M	
Children Age 7-9	203,000	\$90/M+\$10/M	
Children Age 10-12	212,000	\$90/M+\$10/M	
Children Age 13-18	328,000	\$90/M+\$10/M	
Reader's Digest Enhanced Megafile – Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-3	386,000	\$100/M+\$12/M	
Children Age 4-6	390,000	\$100/M+\$12/M	
Children Age 7-9	429,000	\$100/M+\$12/M	
Children Age 10-12	417,000	\$100/M+\$12/M	
Children Age 13-18	749,000	\$100/M+\$12/M	
Rodale Whole Life Families with Children by Age Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-2	396,000	\$100/M+\$11/M+\$11/M	
Children Age 3-5	429,000	\$100/M+\$11/M+\$11/M	
Children Age 6-10	756,000	\$100/M+\$11/M+\$11/M	
Children Age 11-15	865,000	\$100/M+\$11/M+\$11/M	
Children Age 16-17	969,000	\$100/M+\$11/M+\$11/M	
Rural Lifestyles Masterfile Actives with Presence of Children	79,000	\$105/M+\$11/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Special Olympics Enhanced Masterfile – Families with Children	164,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide Enhanced Presence of Children by Age			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Children Age 0-9	216,000	\$105/M+\$5/M+\$16/M	
Children Age 10-18	176,000	\$105/M+\$5/M+\$16/M	
Sylmark Merchandise Buyers Enhanced Masterfile – Children by Age			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Children Age 0-3	112,000	\$90/M+\$11/M	
Children Age 4-6	104,000	\$90/M+\$11/M	
Children Age 7-9	116,000	\$90/M+\$11/M	
Children Age 10-12	141,000	\$90/M+\$11/M	
Children Age 13-18	270,000	\$90/M+\$11/M	
Telecharge Enhanced Database Children by Age			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Children Age 3-5	97,000	\$90/M+\$10/M	
Children Age 6-10	217,000	\$90/M+\$10/M	
Children Age 11-15	225,000	\$90/M+\$10/M	
Children Age 16-17	224,000	\$90/M+\$10/M	
The Territory Ahead/Isabella Bird Enhanced Masterfile Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-3	21,000	\$115/M+\$16/M	
Children Age 4-6	30,000	\$115/M+\$16/M	
Children Age 7-9	39,000	\$115/M+\$16/M	
Children Age 10-12	37,000	\$115/M+\$16/M	
Children Age 13-18	74,000	\$115/M+\$16/M	
Time Life Entertainment Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-3	270,000	\$105/M+\$12/M	
Children Age 4-6	226,000	\$105/M+\$12/M	
Children Age 7-9	245,000	\$105/M+\$12/M	
Children Age 10-12	245,000	\$105/M+\$12/M	
Children Age 13-18	419,000	\$105/M+\$12/M	

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Enhanced Files

List	Count	Rate	Contact
TV Guide Magazine Enhanced Subscribers			
Children Age 0-2	151,000	\$105/M+\$18/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 3-5	138,000	\$105/M+\$18/M	
Children Age 6-10	262,000	\$105/M+\$18/M	
Children Age 11-15	325,000	\$105/M+\$18/M	
Children Age 16-17	357,000	\$105/M+\$18/M	
US News & World Report Enhanced Masterfile – Children by Age			
Children Age 0-9	104,000	\$105/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 10-18	127,000	\$105/M+\$16/M	
Wealth Window Families with Children			
Children Age 0-3	2,305,000	\$82/M+\$16/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Children Age 4-6	469,000	\$82/M+\$16/M	
Children Age 7-9	643,000	\$82/M+\$16/M	
Children Age 10-12	735,000	\$82/M+\$16/M	
Children Age 13-18	665,000	\$82/M+\$16/M	
Children Age 13-18	1,050,000	\$82/M+\$16/M	
Weight Watchers – Presence of Children by Age			
Children Age 0-3	55,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 4-6	54,000	\$105/M+\$15/M	
Children Age 7-9	53,000	\$105/M+\$15/M	
Children Age 10-12	50,000	\$105/M+\$15/M	
Children Age 13-18	78,000	\$105/M+\$15/M	
Yankee Magazine Enhanced – Presence of Children			
Children Age 0-3	17,000	\$95/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children Age 4-6	14,000	\$95/M+\$17/M	
Children Age 7-9	18,000	\$95/M+\$17/M	
Children Age 10-12	17,000	\$95/M+\$17/M	
Children Age 13-18	35,000	\$95/M+\$17/M	

Let us provide your next Children & Teens mailers with these proven lists.



THE REST OF THE STORY®