

Market Update 2011

CHILDREN & TEENS



Today's kids hold the key to unlock the door of household spending by making their own purchases and influencing their parents' buying decisions from household technology to family vacations. According to many researchers, children influence as much as 70% of all American household spending.

Wielding their "pester power," children and teens also urge their parents to purchase items they may not otherwise buy and then play a role in making the purchase. A research study titled "Surfin' on Mom's Turf" conducted by The Stars for Kidz found that:

- More than three-quarters of kids age 8-14 have completed online transactions.
- Most of them help their parents with wide-ranging online shopping searches for purchases such as cars, food, and gifts.
- The most popular payment methods are gift cards and their parents' credit cards.

Marketers are smart to target this young customer base that has yet to develop a strong brand preference. As consumers, kids are quick to establish brand loyalty allowing companies the possibility to retain a new young customer for life. Meanwhile, they can be very powerful and persistent when it comes to getting their parents to buy on impulse.

ALC presents numerous targeted direct response lists that give mailers the opportunity to narrowcast to parents and their influential children. These are the families where children rule when it comes to discretionary spending.

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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Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
ALC Milestones • Families with Children	24,100,000	\$85/M	Buy Buy Baby, Gymboree, Learning Care Group	Emily Briody – 609-580-2971 emily.briody@alc.com
Alloy Media + Marketing • Alloy College Students – Freshmen • Alloy Gen Y Database • Alloy Teen Girls • Alloy Media + Marketing Parents	1,515,000 20,007,000 5,497,000 13,813,000	\$100/M +\$16/M \$95/M \$110/M \$95/M	Barbizon Modeling, Body Central, Fossil, Free People, Journey's, Oriental Trading Co., Pottery Barn, Victoria's Secret, Urban Outfitters, and more.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Council for Exceptional Children	46,000	\$115/M	Benchmark Education Company, Beyond Play LLC, U.S.Toy/Constructive	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
DRG Creative Girls Club	48,000	\$105/M	American Girl Catalog, Discovery Girls, Highlights for Children	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Disney FamilyFun Magazine	1,555,000	\$105/M	Highlights for Children, Mattel, Inc., Parenting Magazine	Susan Packard – 609-580-2785 susan.packard@alc.com
Edvisors Student Network at Postal Address	2,784,000	\$95/M	Kaplan University Online, New York University, Victoria's Secret	Shawn Danitz – 609-580-2758 shawn.danitz@alc.com
Free People	237,000	\$115/M	Delia's, J. Crew, Soul Flower	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Highlights for Children • Magazine Subscribers • Catalog Buyers – Former Buyers • Continuity Book Clubs for Kids • Early Childhood Masterfile • Family Masterfile • Gift Givers • Merchandise Buyers	634,000 73,000 247,000 290,000 1,463,000 649,000 174,000	\$100/M \$100/M \$105/M \$105/M \$100/M \$100/M \$110/M	Creative Teaching Press, Mattel, Inc., Toys to Grow On	Susan Packard – 609-580-2785 susan.packard@alc.com
Kids Discover	157,000	\$100/M	American Girl Magazine, Kids Magazine, Science Illustrator	Susan Packard – 609-580-2785 susan.packard@alc.com
Mindware	375,000	\$100/M	Discovery Channel, HearthSong, Mattel Inc.	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Play-A-Sound Children's Books	417,000	\$95/M	Highlights for Children, National Geographic Kids, Zoo Consortium	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Rodale Whole Life US Masterfile	6,073,000	\$100/M	Insight Schools, San Diego Zoo, Zoo Consortium	Susan Packard – 609-580-2785 susan.packard@alc.com
The Saturday Evening Post Society • Humpty Dumpty Magazine • Jack & Jill Magazine • Turtle Magazine for Preschool Kids • US Kids Masterfile • US Kids Preschoolers	69,000 85,000 71,000 235,000 149,000	\$95/M \$95/M \$95/M \$95/M \$95/M	American Girl, National Geographic Kids, Oriental Trading Co., Toys To Grow On, Zoo Consortium	Susan Packard – 609-580-2785 susan.packard@alc.com
Urban Outfitters	1,530,000	\$110/M	Alloy, Express, Fossil	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com

Children & Teens

Enhanced Files

List	Count	Rate	Contact
Active Interest Media Families with Children Masterfile			Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
0-10	121,000	\$105/M+\$16/M	
11-17	197,000	\$105/M+\$16/M	
Presence of Children	304,000	\$105/M+\$16/M	
American Diabetes Association Enhanced – Presence of Children			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
0-3	49,000	\$80/M+\$16/M	
4-6	52,000	\$80/M+\$16/M	
7-9	62,000	\$80/M+\$16/M	
10-12	66,000	\$80/M+\$16/M	
13-18	136,000	\$80/M+\$16/M	
AMO Corporate Mega-Masterfile – Presence of Children			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
0-9	46,000	\$105/M+\$16/M	
10-18	50,000	\$105/M+\$16/M	
Artistic Direct Enhanced – Children by Age			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
0-3	171,000	\$95/M+\$16/M	
4-6	126,000	\$95/M+\$16/M	
7-9	128,000	\$95/M+\$16/M	
10-12	114,000	\$95/M+\$16/M	
13-18	187,000	\$95/M+\$16/M	
ASPCA Enhanced – Presence of Children	123,000	\$80/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Barneys New York Enhanced – Buyers With Children			Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
0-3	48,000	\$120/M+\$16/M	
4-6	48,000	\$120/M+\$16/M	
7-9	49,000	\$120/M+\$16/M	
10-12	41,000	\$120/M+\$16/M	
13-18	70,000	\$120/M+\$16/M	
Children's Cancer Research Fund Enhanced – Presence of Children			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
0-3	23,000	\$80/M+\$16/M	
4-6	19,000	\$80/M+\$16/M	
7-9	21,000	\$80/M+\$16/M	
10-12	19,000	\$80/M+\$16/M	
13-18	29,000	\$80/M+\$16/M	
Crutchfield Enhanced Masterfile – Presence of Children			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
0-3	118,000	\$120/M+\$16/M	
4-6	87,000	\$120/M+\$16/M	
7-9	84,000	\$120/M+\$16/M	
10-12	83,000	\$120/M+\$16/M	
13-18	139,000	\$120/M+\$16/M	
Direct Checks Enhanced Masterfile – Children by Age			Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
0-3	322,000	\$90/M+\$12/M	
4-6	317,000	\$90/M+\$12/M	
7-9	322,000	\$90/M+\$12/M	
10-12	305,000	\$90/M+\$12/M	
13-18	499,000	\$90/M+\$12/M	

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Enhanced Files

List	Count	Rate	Contact
Dow Jones Consumer Enhanced Masterfile – Presence of Children			
0-3	80,000	\$145/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
4-6	82,000	\$145/M+\$16/M	
7-9	91,000	\$145/M+\$16/M	
10-12	81,000	\$145/M+\$16/M	
13-18	134,000	\$145/M+\$16/M	
DRG Families with Children Masterfile			
0-6	112,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
7-12	86,000	\$105/M+\$15/M	
13-18	72,000	\$105/M+\$15/M	
The Economist Enhanced – Presence of Children			
0-3	33,000	\$145/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
4-6	31,000	\$145/M+\$16/M	
7-9	31,000	\$145/M+\$16/M	
10-12	27,000	\$145/M+\$16/M	
13-18	45,000	\$145/M+\$16/M	
Entrepreneur Media Enhanced – Presence of Children			
0-3	113,000	\$120/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
4-6	71,000	\$120/M+\$12/M	
7-9	68,000	\$120/M+\$12/M	
10-12	64,000	\$120/M+\$12/M	
13-18	96,000	\$120/M+\$12/M	
Families with Children from Telecharge			
0-2	98,000	\$90/M+\$10/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
3-5	85,000	\$90/M+\$10/M	
6-10	193,000	\$90/M+\$10/M	
11-15	237,000	\$90/M+\$10/M	
16-17	275,000	\$90/M+\$10/M	
Forbes Enhanced Masterfile – Children by Age			
0-5	65,000	\$140/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
6-10	65,000	\$140/M+\$16/M	
11-15	72,000	\$140/M+\$16/M	
16-17	76,000	\$140/M+\$16/M	
Frontgate & grandinroad Enhanced Masterfile – Children by Age			
0-6	87,000	\$120/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
7-9	49,000	\$120/M+\$15/M	
10-12	45,000	\$120/M+\$15/M	
13-18	66,000	\$120/M+\$15/M	
Golfsmith Corporate Enhanced Masterfile – Children by Age			
0-6	56,000	\$105/M+\$22/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
7-12	62,000	\$105/M+\$22/M	
13-18	51,000	\$105/M+\$22/M	
Habitat for Humanity Enhanced – Presence of Children			
0-3	38,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
4-6	31,000	\$80/M+\$16/M	
7-9	37,000	\$80/M+\$16/M	
10-12	35,000	\$80/M+\$16/M	
13-18	72,000	\$80/M+\$16/M	

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List	Count	Rate	Contact
Harry & David Mail Order Buyers Enhanced – Children by Age			
0-5	92,000	\$100/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
6-10	91,000	\$100/M+\$12/M	
11-17	159,000	\$100/M+\$12/M	
Hearst Masterfile – Young Families with Children			
0-3	350,000	\$110/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
4-6	284,000	\$110/M+\$15/M	
7-9	274,000	\$110/M+\$15/M	
10-12	303,000	\$110/M+\$15/M	
13-18	684,000	\$110/M+\$15/M	
Ideal Living Merchandise Buyers Enhanced Masterfile – Children by Age			
0-3	141,000	\$90/M+\$11/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
4-6	131,000	\$90/M+\$11/M	
7-9	150,000	\$90/M+\$11/M	
10-12	184,000	\$90/M+\$11/M	
13-18	349,000	\$90/M+\$11/M	
J&P Motorcycle Parts & Accessories Enhanced Masterfile Presence of Children			
	78,000	\$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Kalmbach Hobby Enthusiasts Masterfile – Children by Age			
0-3	25,000	\$90/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
4-6	21,000	\$90/M+\$11/M	
7-9	25,000	\$90/M+\$11/M	
10-12	25,000	\$90/M+\$11/M	
13-18	46,000	\$90/M+\$11/M	
Kiplinger's Consumer Enhanced Masterfile – Presence of Children			
	116,000	\$140/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Lenox Corporation – Children by Age			
0-3	35,000	\$105/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
4-6	20,000	\$105/M+\$16/M	
7-9	18,000	\$105/M+\$16/M	
10-12	17,000	\$105/M+\$16/M	
13-18	34,000	\$105/M+\$16/M	
The Nature Conservancy Enhanced – Presence of Children			
	45,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Nederlander Organization Enhanced Database – Presence of Children			
0-3	113,000	\$95M+\$10/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
4-6	114,000	\$95M+\$10/M	
7-9	137,000	\$95M+\$10/M	
10-12	132,000	\$95M+\$10/M	
13-18	231,000	\$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
Northern Tool & Equipment Consumer Enhanced – Children by Age			
0-5	90,000	\$110/M+\$22/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
6-11	90,000	\$110/M+\$22/M	
12-17	90,000	\$110/M+\$22/M	

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List	Count	Rate	Contact
North Shore Animal League America Young Families			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
0-3	121,000	\$90/M+\$16/M	
4-6	64,000	\$90/M+\$16/M	
7-9	62,000	\$90/M+\$16/M	
10-12	63,000	\$90/M+\$16/M	
13-18	119,000	\$90/M+\$16/M	
Ogden Publications			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Greencore Masterfile – Families with Children			
0-3	26,000	\$100/M+\$11/M	
4-6	17,000	\$100/M+\$11/M	
7-9	18,000	\$100/M+\$11/M	
10-12	17,000	\$100/M+\$11/M	
13-18	29,000	\$100/M+\$11/M	
• Rural Lifestyles Masterfile – Children by Age			
0-3	30,000	\$105/M+\$11/M	
4-6	20,000	\$105/M+\$11/M	
7-9	20,000	\$105/M+\$11/M	
10-12	20,000	\$105/M+\$11/M	
13-18	34,000	\$105/M+\$11/M	
Reader's Digest Enhanced Megafile – Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
0-3	386,000	\$100/M+\$12/M	
4-6	390,000	\$100/M+\$12/M	
7-9	429,000	\$100/M+\$12/M	
10-12	417,000	\$100/M+\$12/M	
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
0-2	350,000	\$100/M+\$11/M+\$11/M	
3-5	333,000	\$100/M+\$11/M+\$11/M	
6-10	669,000	\$100/M+\$11/M+\$11/M	
11-15	709,000	\$100/M+\$11/M+\$11/M	
16-17	668,000	\$100/M+\$11/M+\$11/M	
Sempris Proven Program Enhanced Masterfile – Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
0-3	490,000	\$100/M+\$10/M	
4-6	255,000	\$100/M+\$10/M	
7-9	253,000	\$100/M+\$10/M	
10-12	266,000	\$100/M+\$10/M	
13-18	416,000	\$100/M+\$10/M	
Special Olympics Enhanced Masterfile – Presence of Children	178,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide Enhanced – Children by Age			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
0-9	225,000	\$100/M+\$16/M	
10-18	182,000	\$100/M+\$16/M	
The Territory Ahead/Isabella Bird Z-24 Masterfile Children's Apparel/Merchandise	67,000	\$115/M+\$22/M	Susan Packard – 609-580-2785 susan.packard@alc.com

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Enhanced Files

List	Count	Rate	Contact
Time Life Entertainment Enhanced Masterfile – Children by Age			Susan Packard – 609-580-2785
0-3	43,000	\$105/M+\$12/M	susan.packard@alc.com
4-6	22,000	\$105/M+\$12/M	
7-9	23,000	\$105/M+\$12/M	
10-12	28,000	\$105/M+\$12/M	
13-18	53,000	\$105/M+\$12/M	
TV Guide Magazine Enhanced Subscribers – Children by Age			Susan Packard – 609-580-2785
0-2	151,000	\$105/M+\$15/M	susan.packard@alc.com
3-5	138,000	\$105/M+\$15/M	
6-10	262,000	\$105/M+\$15/M	
11-15	325,000	\$105/M+\$15/M	
16-17	357,000	\$105/M+\$15/M	
Weight Watchers – Presence of Children by Age			Michael Auriemma – 914-524-5238
0-3	55,000	\$105/M+\$15/M	michael.auriemma@alc.com
4-6	54,000	\$105/M+\$15/M	
7-9	53,000	\$105/M+\$15/M	
10-12	50,000	\$105/M+\$15/M	
13-18	78,000	\$105/M+\$15/M	
Yankee Magazine Enhanced – Presence of Children			Lisa Donzella – 914-524-5263
0-3	17,000	\$95/M+\$17/M	lisa.donzella@alc.com
4-6	14,000	\$95/M+\$17/M	
7-9	18,000	\$95/M+\$17/M	
10-12	17,000	\$95/M+\$17/M	
13-18	35,000	\$95/M+\$17/M	

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



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