

Market Update 2008

CHILDREN & TEENS



ALC recommends high performance lists for the children's market based on proven mail order responsiveness. From Generation X parents now having babies to established families with kids of all ages, you can reach the best moms and dads in the country.

There are nearly 83 million kids age 0-19 in the US today. This mini-boom generation of children wields a tremendous amount of influence when it comes to family spending, helping to make decisions about most household products. By some estimates, kids under age 14 influence nearly half of all family spending, which amounts to more than \$700 billion. \$147 billion of it is their own money!

With the explosion and fragmenting of media choices, the only sure way to hit your target in children's marketing is through direct mail. It breaks through the electronic media deluge to bring parents and their kids together for shop-at-home, decision-making experiences.

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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Children & Teens

Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
ALC Milestones New Baby	15,500,000	\$85/M	Popular Baby Food Company, Shutterfly, Well Known Insurance Company	Jeff Marchant – 609-580-2910 jeff.marchant@alc.com
Active Ride Shop	157,000	\$105/M	CCS, Dan's Competition, Skateboarder Magazine	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Alloy Gen Y Database	14,400,000	\$95/M	Body Central, Fossil, Victoria's Secret	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Alloy Teen Boys	1,680,000	\$110/M	Big Yank, Journey's, Sports Illustrated	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Alloy Teen Girls	3,748,000	\$110/M	Delia's, J. Crew, Pottery Barn Teens	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Alloy Parent Catalog Buyers Young Children	3,515,000	\$95/M +\$11/M	Kaplan Education, National American Miss Scholar, Oriental Trading Co.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Baby	1,565,000	\$105/M	Babies R Us, Cribs to Teens, Gymboree	Shawn Danitz – 609-580-2758 shawn.danitz@alc.com
Baby Faces	462,000	\$85/M	Chicago Zoo, SBLI-USA Life Insurance, Well Known Music Club for Children	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Broderbund Direct Kids & Education	1,635,000	\$135/M	American Girl Magazine, American Science Center, Zoo Consortium	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Broderbund Teens (13-18)	396,000	\$135M	Advance Magazine, Alloy, Wordsmart	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Disney & Me (formerly Winnie the Pooh)	53,000	\$95/M	Highlights for Children, Oriental Trading Co., Well Known Children's Publication	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Disney Princess	74,000	\$95/M	Celebrate Express, Inc., Etoys Direct, Inc., Oriental Trading Co.	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Disney Publishing Masterfile	5,345,000	\$105/M	Audition Division LTD, Henry Ford Modeling, Mattel, Inc.	Susan Packard – 609-580-2785 susan.packard@alc.com
Family Circle	2,338,000	\$100/M	Mattel, Inc., MyFamily.com, National Geographic Kids	Shawn Danitz – 609-580-2758 shawn.danitz@alc.com
FamilyFun	1,216,000	\$105/M	Highlights for Children, National Geographic Kids, Time Out NY Kids	Susan Packard – 609-580-2785 susan.packard@alc.com
Free People	112,000	\$115/M	Delia's, Fossil, J. Crew	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Highlights for Children Magazine Subscribers	775,000	\$100/M	American Girl, Constructive Playthings,	Susan Packard – 609-580-2785 susan.packard@alc.com
Catalog Buyers	319,000	\$100/M	Harriet Carter Gifts, Hearthsong,	
Continuity Book Clubs for Kids	322,000	\$100/M	Kids Discover, Mattel, Inc., Mindware,	
Family Masterfile	1,826,000	\$100/M	National Geographic Kids, and many more	
Gift Givers	341,000	\$100/M		
Merchandise Buyers	148,000	\$110/M		
Kids Health Letter Magazine Insert Program	1,000,000	\$40/M	New to Market	John Toscano – 914-524-5254 john.toscano@alc.com
Mindware	355,000	\$100/M	Discovery Channel, Highlights for Children, Mattel, Inc.	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Nickelodeon Masterfile	915,000	\$100/M	New to Market	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com

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Nickelodeon Magazine	616,000	\$100/M	Discovery Girls, Marvel Comics, Mattel, Inc.	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Nick Jr. Magazine Renewal Statement Program	1,200,000	\$60/M	Inquire for Usage	John Toscano – 914-524-5254 john.toscano@alc.com
Nick Jr. Family Magazine	320,000	\$100/M	Barbizon, Highlights for Children, Oriental Trading Co.,	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Parents	1,485,000	\$100/M	Advanced Magazine Group Cookie, Highlights for Children, Reader's Digest Young Families	Shawn Danitz – 609-580-2758 shawn.danitz@alc.com
Redan Playroom	37,000	\$95/M	Highlights for Children, Oriental Trading Co., Well Known Toy Catalog	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Redan Fun To Learn Masterfile	183,000	\$95/M	Bitty Baby, Celebrate Express, Pleasant Company	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Urban Outfitters	1,099,000	\$110/M	Abercrombie & Fitch, Alloy, Fossil	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Wondertime	206,000	\$120/M	Early Advantage, Highlights for Children, Right Start Catalog	Susan Packard – 609-580-2785 susan.packard@alc.com
You & Your Family Magazine Insert Program	2,000,000	\$40/M	New to Market	John Toscano – 914-524-5254 john.toscano@alc.com

Enhanced Files

List	Count	Rate	Contact
Artistic Direct Enhanced—Children by Age 0-18	265,000	\$90/M+\$16/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Barneys New York Enhanced – Buyers with Children	123,000	\$120/M+\$16/M	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Broadway.com Broadway Ticket Buyers Enhanced – Families with Children	89,000	\$95/M+\$10/M	Billie Risser – 609-580-2843 billie.risser@alc.com
CDS Xpress Moves Demographic Segments – Presence of Children	85,000	\$80/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
CHEFS Catalog Enhanced Presence of Children	76,200	\$110/M+\$16/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Children's Cancer Research Fund Enhanced – Presence of Children 0-18	103,000	\$80/M+\$16/M	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Christianity Today Masterfile – Presence of Children	164,000	\$100/M+\$11/M	Billie Risser – 609-580-2843 billie.risser@alc.com
Crosstown Traders Masterfile – Presence of Children	466,000	\$105/M+\$16/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Direct Checks Enhanced Masterfile			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Children Age 0-3	627,000	\$90M+\$12/M	
Children Age 4-6	609,000	\$90M+\$12/M	
Children Age 7-9	592,000	\$90M+\$12/M	
Children Age 10-12	569,000	\$90M+\$12/M	
Children Age 13-18	953,000	\$90M+\$12/M	

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List	Count	Rate	Contact
Disney Publishing Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-5	1,284,000	\$105/M+\$12/M	
Children Age 6-10	580,000	\$105/M+\$12/M	
Children Age 11-17	439,000	\$105/M+\$12/M	
Families with Children from Telecharge	458,000	\$100/M+\$10/M	Billie Risser – 609-580-2843 billie.risser@alc.com
Forbes Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-5	52,000	\$140/M+\$16/M	
Children Age 6-10	50,000	\$140/M+\$16/M	
Children Age 11-15	58,000	\$140/M+\$16/M	
Children Age 16-17	54,000	\$140/M+\$16/M	
Frontgate & grandinroad Enhanced Masterfile			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Children Age 0-9	28,000	\$120/M+\$12/M	
Children Age 10-12	9,000	\$120/M+\$12/M	
Children Age 13-18	14,000	\$120/M+\$12/M	
Gardens Alive! Enhanced Database – Families with Children	386,000	\$100/M+\$16/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Greencore Masterfile – Families with Children	75,000	\$100/M+\$11/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Habitat for Humanity Enhanced – Presence of Children	205,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David Mail Order Buyers Enhanced			Marissa Spinelli – 914-524-5229 marissa.spinelli@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	
J.C. Whitney Enhanced Database			Gary MacDougall – 914-524-5248 gary.macdougall@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	
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
March of Dimes Children	1,201,000	\$75/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Meredith Database Families			Shawn Danitz – 609-580-2758 shawn.danitz@alc.com
Children Age 0-5	3,869,000	\$100/M+\$16/M	
Children Age 6-12	2,561,000	\$100/M+\$16/M	
Children Age 13- 18	2,454,000	\$100/M+\$16/M	
National Magazine Exchange Enhanced Masterfile – Presence of Children	373,000	\$90/M+\$16/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Nederlander Organization Enhanced Database – Presence of Children	374,000	\$95M+\$10/M	Billie Risser – 609-580-2843 billie.risser@alc.com
Neiman Marcus Horchow Enhanced Database – Presence of Children	103,000	\$115/M+\$15/M	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com

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List	Count	Rate	Contact
Outside Magazine - Families with Children by Age			Eric Friedman – 609-580-2708 eric.friedman@alc.com
Children Age 0-6	67,000	\$105/M+\$11/M	
Children Age 7-12	64,000	\$105/M+\$11/M	
Children Age 13-18	58,000	\$105/M+\$11/M	
Provell - Families with Children by Age			Billie Risser – 609-580-2843 billie.risser@alc.com
Children Age 0-6	77,000	\$90/M+\$10/M+\$10/M	
Children Age 7-12	130,000	\$90/M+\$10/M+\$10/M	
Children Age 13-17	4,000	\$90/M+\$10/M+\$10/M	
Reader's Digest Enhanced Megafile – Children by Age			Susan Packard – 609-580-2785 susan.packard@alc.com
Children Age 0-6	776,000	\$100/M+\$12/M	
Children Age 7-12	846,000	\$100/M+\$12/M	
Children Age 13-18	749,000	\$100/M+\$12/M	
Rodale Whole Life Families with Children by Age Masterfile			Eric Friedman – 609-580-2708 eric.friedman@alc.com
Children Age 0-2	386,000	\$100/M+\$10/M+\$11/M	
Children Age 3-5	443,000	\$100/M+\$10/M+\$11/M	
Children Age 6-10	778,000	\$100/M+\$10/M+\$11/M	
Children Age 11-15	962,000	\$100/M+\$10/M+\$11/M	
Children Age 16-17	1,060,000	\$100/M+\$10/M+\$11/M	
SmartMoney Z24 & CIRCbase Enhanced Database – Children by Age			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-6	78,000	\$140+\$25/M	
Children Age 7-12	74,000	\$140+\$25/M	
Children Age 13-18	60,000	\$140+\$25/M	
Special Olympics Enhanced Masterfile – Families with Children	143,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide Enhanced Presence of Children by Age			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Children Age 0-3	57,000	\$100/M+\$16/M	
Children Age 4-6	52,000	\$100/M+\$16/M	
Children Age 7-9	54,000	\$100/M+\$16/M	
Children Age 10-12	58,000	\$100/M+\$16/M	
Children Age 13-18	93,000	\$100/M+\$16/M	
Sylmark Merchandise Buyers Enhanced Masterfile – Children by Age			Billie Risser – 609-580-2843 billie.risser@alc.com
Children Age 0-6	339,000	\$90/M+\$11/M	
Children Age 7-12	230,000	\$90/M+\$11/M	
Children Age 13-18	245,000	\$90/M+\$11/M	
U.S. News & World Report Enhanced Masterfile – Children by Age			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Children Age 0-9	104,000	\$105/M+\$16/M	
Children Age 10-18	127,000	\$105/M+\$16/M	
Weight Watchers – Presence of Children by Age			Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Children Age 0-3	55,000	\$105/M+\$15/M	
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	50,000	\$95/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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Market mailers with these proven lists.



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