

My Spanish Speaking Home



The American Family Assembly

645,000 Spanish-Speaking Families \$90/M

My Spanish Speaking Home, The American Family Assembly captures online consumers and their ethnic identities. Today's American families are extremely dynamic. They are fulfilling careers while juggling family, home and social needs. Therefore, marketers must focus on how American's define family. Our lineage or unique heritage play a major role in how we raise our kids, shop and respond to life's challenges. My Spanish Speaking Home provides marketers a quick way to reach all of America's distinct and diverse Spanish speaking households.



\$15/M 3 Month Hotline
\$15/M Demographic and Lifestyle Data
\$15/M Gender, Age, Income
\$10/M Geography
Phones & Emails ~ Please inquire

Also selectable: African American, Chinese, Dutch, English, Finnish, French, German, Greek, Hispanic, Indian, Irish, Italian, Japanese, Jewish, Korean, Mexican, Philippine, Polish, Portuguese, Puerto Rican, Russian, Scottish, Swedish, Vietnamese, Welsh families and many more.

Additional information:

SOURCE: Online consumers/co-registration, Self-reported

UPDATED: Quarterly

MINIMUM ORDER: 5,000

SPECIFICATIONS: Sample mail piece required. All orders are for one time use.

85% net name for orders of 50,000+, run charges \$10/M.

MATERIALS: \$50/F for CD Rom, FTP or Email



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