



MY ETHNIC HOME

The American Family Assembly

12,781,800 Ethnic Families \$80/M

My Ethnic 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 Ethnic Home provides marketers a quick way to reach all of America's distinct and diverse families.

African American, Chinese, French, German, Greek, Hispanic, Indian, Irish, Italian, Japanese, Jewish, Korean, Mexican, Philippine, Polish, Portuguese, Puerto Rican, Russian, Vietnamese families and many more are selectable.

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

Additional information:

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

UPDATED: Quarterly

MINIMUM ORDER: 10,000

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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