

Generational Files including the new “Millennials” Reach these responsive generation age targets.

Considering the major lifestyle changes which occur in life – graduation, career changes, marriages, new families, first home purchases, divorce and retirement – these are powerful markets to target, with over \$1 trillion in annual spending power. Updated monthly.

Millennials – A new breed of American workers that are tech savvy, multi-tasking, very clever and extremely resourceful.

Baby Boomers: (1946-1964)
\$50.00/M

Gen X: (1965-1974)
\$50.00/M

Millennials: (1975-1990)
\$50.00/M

Selections

Dwelling Type	County	Bank Cardholders	Ethnicity
Education	SCF	Homeowners	Exact Age
Gender	State	Number of Children	Mail Order Buyers
Head of Household	Each \$5.00/M extra	Occupation	PRIZM [®] NE
Home Value		Presence of Children	Telephone Numbers
Household Income	Mileage Radius	Renters	Each \$10.00/M extra
Length of Residence	ZIP Code	Retail Card Shoppers	
Marital Status	Each \$6.00/M extra	Each \$7.50/M extra	Children's Ages
Median Age			\$15.00/M extra
Each \$5.00/M extra			

Other

Delivery:

- Shipping generally occurs within 48 hours from receipt of all required materials.

Requirements:

- Minimum test: 5,000 names.
- Sample mail piece and mail dates.
- Purchase order or signed order confirmation.
- Prepayment or payment of previous orders if applicable.



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