



## Direct Access: Reach Families during the Holiday Shopping Season

The holiday shopping season is key for retailers, so it's important to reach shoppers early in the season. One of the top groups to target is families with children, as parents spend a lot of money, both on themselves and their children. Alloy Media + Marketing's Families with Children Database has access to credit card holders, catalog readers, home owners, web surfers, - and holiday shoppers.

### 2009 Holiday Spending

Standing out in the advertising crowd is even more important this holiday season, as 93% of parents say that their holiday shopping will be impacted by the economic situation. On the upside, electronics stores stand to see a good Christmas – tech gadgets top the list as the gift to give this year with the iPhone as must-have gift. Gift cards and apparel are also high on the list.

We have the data list and we're checking it twice.

### Direct Contact

Reach Families with Children this holiday - contact us at: [dmsales@alloymarketing.com](mailto:dmsales@alloymarketing.com) or 212.401.0066

Not signed up to receive Alloy Direct? [Contact us](#) today and we'll get you on the list.

### Direct Download

Check out our website: [www.alloydirectmarketing.com](http://www.alloydirectmarketing.com) for rate cards, database information, contacts and more!

Generate the strongest response through the most comprehensive, response driven database available. High school, college, young adults, and even Mom and Dad - 38+ million active consumers and growing.

*Source: Node Research, Inc. 2009*