

# Hispanic Households Email

Email Universe

1,437,779

\$155/M

*Email Price Includes HTML Setup, Transmission, Testing, & Reporting*

Hispanic Households Email from AWI are the exact segment that advertisers are trying to reach!

Marketers want to reach ON LINE the fastest growing market segment today. These Hispanic parents are the primary and most frequent purchasers in the household. Sourced from online registration, survey responses and other proprietary channels, these family shoppers have ordered via direct mail and online.

AWI brings you Hispanic Households Email universe comprised of those who have responded to surveys and have registered on websites that involve their top priority . . . their children! All parents are looking for value and are usually short on time so they want offers of clothing, parenting publications, children's furniture, groceries, insurance and more.

¡Envíeles por correo electrónico su oferta bilingüe o española hoy! Email them your Bilingual or Spanish offer today!

Are you looking for a multi-channel solutions partner? AWI is your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly and published quarterly!

Visit us at [andrewswharton.com](http://andrewswharton.com) for all your marketing needs!

To place an order or for more information please email us at [becertain@andrewswharton.com](mailto:becertain@andrewswharton.com).

## LAST UPDATED

4/1/2021

*Counts updated monthly, published quarterly.*

## SELECTS

Geo/Geographical	\$5/M
Age	\$10/M
Income	\$10/M
Homeowner	\$10/M
Presence of Child	\$10/M
Personalization	\$350/F
A/B Split	\$350/F
Opt-out Suppression	\$350/F

## ADDRESSING

HTML Setup, Transmission, Testing, Reporting N/C

## MINIMUM ORDER QUANTITY

Email Universe 25,000

## ADDITIONAL INFORMATION

% Female	61%
% Male	38%
Average Income	\$46000

## TRACKING CODE ID

NextMark ID	280279
SRDS ID	986525-0

*Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required.*

*Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs.*

*Email orders cancelled after creative testing subject to \$150 cancellation fee per order.*