



World's Greatest Dad. Meets **WORLD'S GREATEST DATA.**

Families will spend over \$13 billion* on Father's Day gifts. Help your clients capitalize with data from Acxiom.

Father's Day has grown into a huge holiday for retailers of all kinds. Acxiom can help ensure your media buy is keeping up with the times. Our data segments give you clear insight into this multi-billion dollar market, helping you easily and efficiently target your spend to get maximum impact for your clients.

acxiom[™]

Choose from any of these prospects:

Married Moms —

Moms with children living at home are perhaps the ideal candidates for all kinds of Father's Day gift buying. And with counts as high as 17 million, who wouldn't want to reach out to this segment?

Department Store

Moms — If you represent a high-end department store, this is your ideal customer. With an income above \$75k and a history of spending money in finer stores, this shopper will be ready to spend big in stores and online. This group has counts as high as 13 million.

Tool Time — Want to communicate with the families of DIY dads? This target may be shopping for a new power tool, the latest gadget or some high-end electronics for their dad. Be sure your message gets through to this group with counts as high as 7 million.

Ties and Wallets —

Want to connect to an audience of married women with children who have previously bought men's accessories and clothing with counts as high as 3 million? This segment is tailor made for your client.

Camping and

Glamping — Families that love to camp and hike are often big spenders when it comes to Father's Day buying. Connect directly with an audience as high as 5 million that camp or have an RV with this segment.

For more information about how these and other targeted groups can pay off big for you and your clients this Father's Day, call **888.3ACXIOM** or email us at dataguru@acxiom.com.