

## Alesco CPG Buyers of Major Brand Breakfast Cereals

The Buyers of Major Brand Breakfast Cereals list reaches 25 million consumers using debit or credit cards to purchase rice, whole grain, corn, oat, bran, and wheat cereals from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers targeting children and adults who start each day with ready-to-eat breakfast foods.

### MEDIA TYPE

Consumer  

### SOURCE

Direct response

### GEOGRAPHY

USA

### SEGMENTS

|            |                                |            |
|------------|--------------------------------|------------|
| 34,058,873 | Total Universe / Universe Rate | \$175.00/M |
| 9,112,800  | Email                          | \$250.00/M |
| 24,946,073 | Postal                         | \$175.00/M |

### MAINTENANCE

|                |                   |
|----------------|-------------------|
| Market Entry   | <b>10/28/2020</b> |
| New to Manager | <b>10/28/2020</b> |
| Counts Through | <b>10/28/2020</b> |

### DATA CARD MAINTENANCE

|                  |                   |
|------------------|-------------------|
| New To System    | <b>10/28/2020</b> |
| Last Update      | <b>10/28/2020</b> |
| Next Update      | <b>11/27/2020</b> |
| Update Frequency | <b>MONTHLY</b>    |

### DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase name brand cereals that are a key part of a nutritional breakfast. A fast and convenient breakfast food, consumers simply pour from a box and add milk, berries, fruit or yogurt to satisfy their appetite. Many cereals are enriched with vitamins, minerals, and fiber to provide nutrition and a balanced diet. A breakfast staple, cereals appeal to both children and adults to give them the energy they need to succeed at work, school and play. Besides breakfast, this audience enjoys cereal as a mid-afternoon snack or before-bed treat. They buy related products like oatmeal, toaster pastries, and tableware. They are receptive to brand offerings of discounts, coupons, and free samples.

**Name Brands:** Cheerios, Cinnamon Toast Crunch Cocoa Puffs, Corn Flakes, Corn Pops, Fruity Pebbles, Froot Loops, Frosted Flakes, Frosted Mini Wheats, Honey Bunches of Oats, Kelloggs, Kix, Life, Lucky Charms, Post, Quaker, Raisin Bran, Rice Krispies, Special K, Trix, Wheaties

**Product Purchases:** Lifestyle and food magazines, breakfast meats, pancakes, waffles, bowls, silverware, juices, coffee, coffeemakers, glassware, juice boxes, napkins, frozen foods, fruit, sugar, vitamins, supplements

**List purchasers:** Publishers, food and beverage providers, cereal manufacturers, houseware providers, children's toy manufacturers, health food stores, nutritional supplement providers, and credit card issuers.

### SELECTS

### AVERAGE INCOME

Value **not available**

### GENDER

|        |   |
|--------|---|
| Male   | % |
| Female | % |

### MINIMUM ORDER

|                  |                   |
|------------------|-------------------|
| Minimum Quantity |                   |
| Minimum Price    | <b>\$2,500.00</b> |

### NET NAME ARRANGEMENTS

|                            |           |
|----------------------------|-----------|
| <b>Net Name is allowed</b> |           |
| Floor                      | <b>0%</b> |
| Minimum Quantity           | <b>0</b>  |
| Run Charges                |           |

### EXCHANGES

**Exchange is not allowed**

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**REUSE****Reuse is allowed**

Minimum Quantity

**0**

Run Charge

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**CANCELLATION**

Charges

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**KEY CODING****Key Coding is not available**

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**ADDRESSING**

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**SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:  
\$10/per thousand per brand Minimum – \$2500.00  
Email CPM –\$250/per thousand Minimum- \$2000.00  
Mail Piece Required