

Expecting Moms Prenatal – Postnatal Mailing List

Total Universe: **2,097.79**

Base Rate: **\$150.00/M**

Description Summary

It's estimated that a new baby is born every eight seconds in the United States. If your brand is actively looking to reach expecting mothers or new moms, then you must test our Expecting Moms Prenatal and Postnatal mailing list. This database is entirely self-reported from sources including magazine subscriptions, maternity store purchase and online pregnancy blogs and sites. The list is selectable to both expected birth dates and child age for postnatal. Reach both first time moms and moms of multiple children who are focused on being the best they can be for their children.

How Our Data is Compiled

Our prenatal and postnatal expecting and new moms mailing list is developed using multiple sources including online and offline, magazine subscriptions, lifestyle questionnaires, baby registries, retail purchases, various clubs and website visits, online surveys and direct response. The data is updated weekly and is available on a monthly hotline. The mailing list is also NCOA processed monthly.

Consider the Facts

- ✓ According to a 2010 USDA report, the average middle-income family will spend roughly \$12,000 on child-related expenses in their baby's first year of life.
- ✓ Every 8 seconds a new child is born in the United States of America.
- ✓ The birth rate in the US in 2010 averaged 13 for every 1000 people, a huge decline.
- ✓ It is estimated that in 2011 there were 2.8M unexpected pregnancies.

Recommended Usage

This expecting moms (prenatal postnatal) mailing list is ideal for any brand which is offering baby products, maternity apparel, insurance, financial services, medical services, infant clothing and infant products also brands offering fitness and diets, childcare, parenting books and much more.

Sample Mail Piece Required

Inquire

Market Type

Consumers

List Channels

Postal, Email, Telephone

Source

Proprietary, Survey/Self-Reported, Public Records & Direct Response

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$500.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charge: \$10.00/M

Exchanges

Please Inquire

Reuse

Yes

Cancellation Charges

Yes, all orders cancel after shipping will incur a fee.

Commission

A standard 20% broker/agency commission is extended to all qualified trade partners.

Popular Selections (for additional selections please inquire)

Geography
Expected Birth Dates

Adult Age
Trimester

Homeowner / Renter
Household Income

For additional information or list counts, contact your representative or list manager at 1.800.457.2899