

# Baby Food Buyers

**Total Universe: 7,701,571**

**Base Rate: \$125.00/M**

## Description Summary

Baby food buyers on board! The consumers included in this database are new or fairly new parents who are regular buyers of baby food. Along with these products, these consumers also purchase various other items for their babies, like clothing, diapers, toys, and much, much more. They are great candidates for all products related to babies and children. Reach these prospects by mail, phone, or email, and get access to the best data in the industry.

## How Our Data Is Compiled

Our Baby Food Buyers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Recommended Usage

This mailing list is recommended for a variety of offers and promotions, including, but not limited to: baby food, diapers, baby clothing, furniture, strollers and equipment, toys, games, entertainment, healthcare, insurance, and much more.

## Consider The Facts

- In 2018, about 59 million Americans used baby food
- The most popular brand of baby food among U.S. households is Gerber

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$625.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Number of Children  
Ethnicity  
Income  
Vehicle Type

Occupation  
Marital Status  
Buying Habits

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