

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