

Expecting Moms Prenatal - Postnatal

Total Universe: 2,097.792
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, child-care, parenting books and much more.

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

Market Type

U.S. Consumers/Individuals

List Channels

Postal, Email

Source

Catalog, Multi Sourced, Retail/POP, Buyers, Direct mail sold, direct response

Geography

Domestic U.S.

Output Options

Printed, Electronic

Minimum Order

Minimum: Inquire

Net Name Arrangements

Inquire

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Inquire

Sample Mail Piece Required

Inquire

Cancellation

Inquire

Commission

20% commission will be paid to registered agencies and brokers. Volume discounts are available.