

Buyer Advantage Prenatal Shoppers

176,340 TOTAL UNIVERSE / BASE RATE \$95.00/M
14,665 Monthly Hotline + \$10.00/M
Emails + \$20.00/M

LIST TYPE

Consumer



Description:

The Buyer Advantage Prenatal Shoppers file identifies expectant mothers, selectable by trimester, are identified through registrations on mother's to be websites and surveys associated with prenatal and infant baby offers. Expectant parents are excellent prospects for infant products and services, maternity apparel, subscriptions, household products and gadgets, catalog shopping, credit cards, insurance and more.

Product Categories Available:

Children Friendly Vacations
Children's Books
Children's Music
Children's Software
Children's Video Games
Educational Products
Magazines
Maternity Apparel
New Parenting Seminars

Prenatal Types:

1st Trimester 50,059
2nd Trimester 58,461
3rd Trimester 67,820

Universe:

SELECTS

Age \$6.00/M
Gender \$6.00/M
Homeowner \$5.00/M
Income \$6.00/M
Purchase/Product Category \$10.00/M
State, Zip, SCF \$5.00/M

Source:

Direct Response

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

90% Female
10% Male
Median Age: 28
Median Household Income: \$45,000

ADDRESSING

Email \$50.00/F
FTP \$50.00/F
Running Charges \$6.50/M
ZIP+4 \$6.50/M



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