



Households with Newborns

Contact expectant parents and families with new born babies

Segments

Priced per 1000 records

19,829	Parents with Babies 12 Months or Less	\$75.00
1,460	Babies under 6 months	
15,039	Babies 7-9 months	

Price per 1000 records is for single use of data. Call for additional usage.
Order Minimum: \$200 plus Output Format Charges (up to 2,666 records)

Description

New babies certainly bring change into a household. There are so many new things needed to be purchased. Send your mailer based on many demographics and self reported interests.

Data is compiled through public, self reported and proprietary sources.

File is selectable by zip, state, county or radius.

Additional Selections

Adult Age	\$2.50
Number of Children	\$2.50
Children's age ranges	\$2.50
Home Market Value	\$10.00
Ethnicity	\$15.00
Special Interests (self reported)	\$7.00

Priced per 1000 records – Select charges apply toward minimum order

Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

Contact

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List Brokers and other resellers are eligible for discount. Call to inquire.