

Reach New Moms



The Mommy and Me Households file is comprised of new moms who are primarily stay at home caregivers or currently on maternity leave to care for their newborns full time.

Segments	Price
Email	\$150.00 /M
Postal	\$150.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$250.00 /M
Multi Channel (Email & SMS/Mobile)	\$250.00 /M

Description

The **Mommy and Me Households File** is comprised of new moms who are primarily stay at home caregivers or currently on maternity leave to care for their newborns full time.

These mothers are a highly receptive to offers pertaining to products and services that will help them to provide the best care possible for their babies, such as safety, development and health products, as well as keep them cute, cuddly and warm in clothing, blankets, bedding and accessories.

The file is comprised of both first time moms as well as experienced mothers, each of which are eager to provide the best for their children during their early months and years of life.

Suggested Use: Magazine Subscriptions, Family Vacation offers, Insurance, Baby Goods, and much more.

Contact Us For More Information

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ID Number	280735
Universe	5,427,772
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	01/15/2010
Counts through	01/18/2013
Selects	
Age	No charge
Age of Child	No charge
Ethnicity	No charge
Gender	No charge
Homeowner	No charge
Household Income	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
Geography	Domestic (US)
Addressing	
ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K	
NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K	
NAMES -	500.00 /F

> Targeted, Effective Results!
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