

Reach New and Expecting Parents



Reach those who are soon to bring a new little family member home, or those who recently have had the joy of adding to their family trees.

Segments

Segments	Price
Email	\$100.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **New and Expecting Parents File** represents online users who are either Expectant Parents or recent new Parents. They have provided demographic information and enjoy receiving offers about what is most important to them: their family.

PROFILE

64% Female
36% Male
Average Age: 30
Average Income: \$55K

Select individuals and households by geographic location including Zip, SCF, City, State, Region or Nationally.

Demographic information is also available including Age, Gender, Income, Marital Status, Presence, Age & Number of Children.

Suggested Usage includes Children's Apparel, Kids Books & Magazines, Credit Card Offers, Education, Insurance, Investing, and other new parent offers.

Contact Us For More Information

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Email: info@eTargetMedia.com
Web: www.eTargetMedia.com

ID Number	223437
Universe	1,484,276
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	12/19/2007
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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