

New Parents Database



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Total Universe: 5,276,480

Base Rate: \$105.00/M

Description Summary

During this pivotal time in their lives, these new parents are great candidates for many different types of offers to get them through the trials and challenges of parenthood. From baby clothes to cribs to diapers and everything in between, these consumers are eligible for many types of offers and deals, and are actively looking for them regularly. This database contains the most accurate and up-to-date information available on the market, and contains a variety of selections and demographics, as well as psychographics and purchasing behaviors. Reach new parents with mailing, telemarketing, and email data today!

How Our Data Is Compiled

Our New Parents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

Consider The Facts

- The average age in the U.S. for new mothers is 26.3
- Only 5% percent of parents with children aged zero to six months sleep a full 8 hours each night

Recommended Usage

This mailing list is recommended for many types of offers, including, but not limited to: clothing, accessories, furniture, toys, online shopping, finance, automobiles, healthcare, and much, much more.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography

Ethnicity
Income
Age of Child(ren)

Occupation
Marital Status
Buying Habits
Home Owner

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Compiled, Self-Reported

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Please Inquire

Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

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