



# Baby to Be

## Email List



7,766,492

Total Email Addresses

\$100/M

336,303

Monthly Hotline

+\$16/M

Gender/Geo

+\$10/M

Due Date/Birth Month

+\$16/M

Lifestyle/ Demographic

+\$16/M



**BABY TO BE: Email List** offers a unique way to reach prenatal moms, expectant parents and postnatal households electronically. These expectant and new parents as well as gift givers have all gone to [www.babytobee.com](http://www.babytobee.com) for their "one stop shop" of everything baby. These responsive families register and provide the baby's due date, name, email address and more in return for free items and product offerings for their pre/post natal family. Children's offers, baby product coupons, parenting magazines and sample products for the infant are just a few of the items that these families are seeking.

This list is especially unique as these growing families can be targeted during key buying months, and can be followed thru infancy, as well as the ever loved toddler years. Tailor the Baby to Be list to your target audience by selecting due date, mother/father select, recency, income, age, and a variety of key lifestyle selects.

**BABY TO BE** is perfect for any of the following offers... baby products, gifts, layette, baby furniture, kids books, developmental toys, new parent and baby publications, photography, health and nutrition, educational offers, home décor and furniture, financial, credit cards, insurance, automobiles and more!

**SOURCE:** Online Registration at <http://www.babytobee.com>

**UPDATED:** Weekly/ Monthly

**MINIMUM ORDER:** 50,000

**SPECIFICATIONS:** Campaign deployment by list owner only.

Postal addresses available for bundle orders at \$150/M

Please Inquire for CPA Pricing.



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