



# Baby to Be

## Enhanced Masterfile



1,915,165

Total Parents & Gift Givers

\$125/M

Quarterly Hotline

+\$10/M

Gender/Geo

+\$10/M

Due Date/Birth Month

+\$16/M

Lifestyle/ Demographic

+\$16/M



**BABY TO BE: MASTERFILE** has been enhanced with complete demographic and lifestyle information to bring you the **Baby to Be Enhanced Masterfile!** Baby to Be continues to bring mailers responsive parents and gift givers who have registered on [www.babytobee.com](http://www.babytobee.com) for their "one stop shop" of everything baby. They have provided the baby's due date, name, address and more in return for free items and product offerings for their prenatal family. Customer information is double-verified with a follow up call to the registrant to confirm the data; This list is especially unique as these families grow and are followed thru infancy, as well as the toddler years.

Customize the Baby to Be list by selecting from the following selects:

- |                    |                     |                  |
|--------------------|---------------------|------------------|
| Automotive         | Hobbies & Crafts    | Our Nations      |
| Cultural           | Home & Garden       | Heritage         |
| Do-it- Yourselfers | Home Décor          | Pet Owners       |
| Donors             | Investment &        | Readers          |
| Fashion/ Shoppers  | Opportunity Seeker  | Sports/ Outdoors |
| Grandparents       | Music & Electronics | Travel           |
| Health/ Fitness    |                     |                  |

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

**UPDATED:** Weekly/ Monthly

**MINIMUM ORDER:** 5,000

**SPECIFICATIONS:** Sample mail piece required.

All orders are for one time use.

85% net name for orders of 50,000+, run charges \$10/M.

\$50/L Email, FTP



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