



# Baby to Be Masterfile



7,752,754

318,933

Total

Monthly Hotline

Gender/Geo

Due Date/Birth Month

Lifestyle/ Demographic

\$125/M

+\$16/M

+\$10/M

+\$16/M

+\$16/M



**BABY TO BE: MASTERFILE** The Baby to Be Masterfile combines the expectant mothers and new parents with the gift givers into one accessible file.

These responsive parents and gift givers 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; making the Baby to Bee Masterfile the largest, most responsive and accurate database in the prenatal market.

The Baby to Bee Masterfile can be used as a responsive monthly hotline file or customized with a variety of selections to reach your target audience. Whether you are seeking to reach expectant mothers at a particular time in pregnancy or the soon to be grandparent (relationship is selectable), the Baby to Be Masterfile can be tailored to fit your product in this market. 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 due date, relationship select, and recency. For additional selection criteria including income, age, ethnicity and a variety of key lifestyle selects, refer to the Baby to Be Enhanced Masterfile.

**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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