



# Baby to Be

## Postnatal



1,704,637	New Parents/ New Babies	\$125/M
74,155	Monthly Hotline	+\$16/M
	Gender/Geo	+\$10/M
	Due Date/Birth Month	+\$16/M
	Lifestyle/ Demographic	+\$16/M



**BABY TO BE: POSTNATAL** offers a unique way to reach new mothers and fathers. These brand new mothers and elated fathers have gone to [www.babytobee.com](http://www.babytobee.com) for their "one stop shop" of everything baby. These responsive parents register and provide their baby's due date, name, address and more in return for free items and product offerings for their prenatal family. Children's offers, baby product coupons, parenting magazines and sample products for the infant are just a few of the items that these expectant 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:** 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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