



The Bee Hive: Toddler Time



* Brought to you by the Baby to Be Family *

4,790,756

Toddlers

\$125/M

Monthly Hotline

+\$16/M

Gender/Geo

+\$10/M

Due Date/Birth Month

+\$16/M

Lifestyle/ Demographic

+\$16/M



The Beehive: Toddler Time offers a new and unique way to reach youngsters from the ever growing Baby To Be Source. These families have gone to www.babytobee.com for their "one stop shop" of everything baby and are now looking to expand their repertoire to adapt to the ever changing needs of their children. These responsive parents and gift givers registered and provided the baby's due date, name, address and more in return for free items and product offerings for the pre/ postnatal 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 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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