



Baby to Be

Daddies Delivered



865,780

Total File

\$95/M

35,940

Monthly Hotline

+\$16/M

Gender/Geo

+\$10/M

Due Date/Birth Month

+\$16/M

Lifestyle/ Demographic

+\$16/M



BABY TO BE: Daddies Delivered offers a way to reach fathers of the 21st century. These fathers have all gone to www.babytobee.com for their "one stop shop" of everything baby. Not only are they changing diapers and carpooling to ballet, this responsive group of fathers register and provide the baby's due date, name, 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: 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



The Catamount Group, 18 Elizabeth Street Bethel, CT 06801
Contact: Kate Hauspurg ph 203.778.4110 fx 203.778.4130
kate@catamountgroup.net