



Baby to Be



“Darlings”

Affluent Responders

850,541

Household Income \$75K+

\$125/M

24,546

Monthly Hotline

+\$16/M

Gender/Geo

+\$10/M

Due Date/Birth Month

+\$16/M

Lifestyle/ Demographic

+\$16/M



BABY TO BE: Darlings The Baby to Be Darlings offers affluent expectant mothers, new parents and new baby gift givers with household incomes over \$75,000.

These responsive parents and gift givers have registered on www.babytobee.com for their “one stop shop” of everything baby and their disposable income does truly mean EVERYTHING for 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 self-reported data. The Baby to Bee Masterfile is 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 Bee 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 Bee list by selecting due date, relationship select, and recency. For additional selection criteria including age, ethnicity and a variety of key lifestyle selects, refer to the Baby to Bee 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



The Catamount Group, 18 Elizabeth Street Bethel, CT 06801

Contact: Kate Hauspurg ph 203.778.4110 fx 203.778.4130

kate@catamountgroup.net