



Baby to Be Organic



343,706	Natural Food/Product Responder	\$125/M
10,931	Monthly Hotline	+\$16/M
	Gender/Geo	+\$10/M
	Due Date/Birth Month	+\$16/M
	Lifestyle/ Demographic	+\$16/M



BABY TO BE: Organic The Baby to Be Organic offers expectant mothers, new parents and new baby gift givers who have a passion for healthy, organic foods and products for themselves and their families.

These responsive parents and gift givers have registered on www.babytobee.com for their "one stop shop" of everything baby, especially the au' natural 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 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 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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