



Happy Birthday, Baby!

5,251,741	Total File	\$ 90/M
400,000	Month Hotline	+ \$16/M
	Quarterly Hotline	+ \$11/M

Happy Birthday, Baby! is the newest source of new parents with infants & children compiled from county hospital records. These households may be in the midst of adjusting to life with baby or are celebrating the many firsts of their bundle of joy. Follow these families through their life stages by selecting baby's birth date. With the ability to update on a weekly basis, status of this life change is available as early as 7 - 14 days after delivery.

Happy Birthday, Baby! is a perfect solution for baby product mailings. In addition this list is recommended for: children's books, personalized products, life stage marketing, insurance, financial, college savings plans, credit cards, music, entertainment, publications, apparel, telecommunications, computer, internet.

Additional Information

SOURCE:	Public records
UPDATED:	Monthly
MINIMUM ORDER:	10,000
Sample mail piece required.	
MATERIALS:	\$25/L Cartridge
	\$50/L Email

Selections (+)

LIFESTYLES/DEMOS	\$16/M
BABY'S GENDER	\$16/M
BABY'S BIRTH DATE	\$16/M
GEOGRAPHY	\$11/M
PHONES	\$50/M

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