

# New Parents Database



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**Total Universe: 5,276,480**

**Base Rate: \$105.00/M**

## Description Summary

During this pivotal time in their lives, these new parents are great candidates for many different types of offers to get them through the trials and challenges of parenthood. From baby clothes to cribs to diapers and everything in between, these consumers are eligible for many types of offers and deals, and are actively looking for them regularly. This database contains the most accurate and up-to-date information available on the market, and contains a variety of selections and demographics, as well as psychographics and purchasing behaviors. Reach new parents with mailing, telemarketing, and email data today!

## How Our Data Is Compiled

Our New Parents Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- The average age in the U.S. for new mothers is 26.3
- Only 5% percent of parents with children aged zero to six months sleep a full 8 hours each night

## Recommended Usage

This mailing list is recommended for many types of offers, including, but not limited to: clothing, accessories, furniture, toys, online shopping, finance, automobiles, healthcare, and much, much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Income  
Age of Child(ren)

Occupation  
Marital Status  
Buying Habits  
Home Owner

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000

Price: \$525.00

## Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Sample Mail Piece Required

Please Inquire

## Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads • Mailing Lists • Email Marketing • Telemarketing • Graphic Design • Web Design • Lettershop • Printing • Consulting

40 Ramland Rd South Ste 203B Orangeburg, NY 10962 - [Amerilist.com](http://Amerilist.com) - [info@Amerilist.com](mailto:info@Amerilist.com)