



## DATA CARD

877-247-4770

### OTHER SELECTIONS

Nth name,  
key coding 5.00/M  
ethnicity, presence of  
children, geography,  
household income,  
gender.  
25.00/M per select

### METHOD OF ADDRESSING

Diskette, 35.00 fee;  
e-mail, 35.00 fee.  
CD-Rom, 75.00 fee

### MAINTENANCE

Updated monthly.

Base: \$250/M  
With Phones: \$115/M

Minimum record order  
is 10,000.

Data Verified:  
September 31, 2004

# New & Expectant Mothers Prenatal and Postnatal Masterfile

## SUMMARY DESCRIPTION

This brand new list is growing with 100,000 new participants each month. Reach pregnant mothers and expectant fathers who have responded to an online survey question with information on their prenatal family status. This list is especially unique as these growing families can be targeted during key buying months, and can be followed thru their child's infancy, toddler hood and beyond.

The Prenatal file is perfect for any of the following offers...baby products, gifts, layette, baby furniture, developmental toys, new parent and baby publications, photography, health and nutrition, educational, home decor and furniture, financial, credit cards, insurance, automobiles, and more!

## LIST SOURCE

Internet Opt in memberships.

## SELECTIONS

441,340	Expectant & New Parents	\$240/M
165,524	Monthly Hotline	+\$50/M
	Gener/Geo	+\$20/M
	Due Date/Birth Month	+\$16/M

**Call A Certified Data Consultant**

The List Company  
1-877-247-4770



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