

WORLD OF BABIES

68,000 2ND QTR 09 NEW PARENTS \$85/M
136,000 2009 PARENTS \$85/M
272,000 2008 PARENTS \$85/M
272,000 2007 PARENTS \$85/M
272,000 2006 PARENTS \$85/M

SUMMARY: EVERYONE ON THE WORLD OF BABIES LIST HAS A NEW BORN CHILD BETWEEN THE AGES OF 0 AND 2 YEARS OLD. THE FILE IS GENERATED FROM STATE BIRTH RECORDS, LOCAL DIRECTORIES AND HOSPITAL RECORDS. GENDER IS SELECTABLE. WORLD OF BABIES IS A NATURAL FOR APPAREL, TOYS, GIFTS, JUVENILE FURNITURE, PORTRAIT OFFERS, INSURANCE AND MORE.

DEMOGRAPHICS: 42% MALE
58% FEMALE
AVG AGE 30
INCOME \$35M

SOURCE: STATE RECORDS
LOCAL DIRECTORIES
HOSPITAL RECORDS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

WORLD M

AUGUST 2009

MATERIAL:

E-MAIL \$60/F

SELECTIONS:

STATE/SCF \$7/M

ZIP \$7/M

SEX \$7/M

SPLIT \$7/M

RECIPROCAL SELECT
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000