

## Expectant Parent Direct Mail Advertising Program

### Responsive households in third trimester of pregnancy.

1,620,000 per year \$55/m  
135,000 per month

The only targeted direct mail program delivered to expectant parents just prior to the birth of a new child. Reaches responsive, high-spend households during a profoundly impactful change point. This program has been mailing each month since 1989.

- Source: 100% direct mail

### Consumer profile:

- Third trimester of pregnancy
- 80% first-time mothers
- Median age: 24 years
- Household median income: \$35,000

### Advertiser usage and history:

- Johnson & Johnson
- Parents Magazine
- Disney Book Club
- Procter & Gamble
- Gerber Life Insurance
- Fisher-Price
- JCPenney Portrait Studios
- DirecTV
- Nikon
- FamilyAdvantage

Category exclusivity and right of first refusal on future programs guaranteed by contract.

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### Produced and Managed by Madison Direct Marketing

Program Manager

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### Mail date:

4th week of each month

### Material due:

1st of the month

### Gender:

100% Female

### Materials:

Pre printed paper inserts

### Maximum size:

5 1/2" x 8 1/2" folded

### Paper stock:

Minimum required: 50-lb

### Standard weight:

0.10-oz.

### Selection and additional weight charges:

Age: \$20/m

Geography: \$10/m

Weight: \$12.50/m for each additional 1/10-oz.

Sample: \$15/m surcharge

Specifications for oversized and overweight materials and dry or liquid product samples will be provided on request.

Call for product category, multi-brand and volume discounts, plus special requirements including oversize/overweight inserts and product samples.

Sample insert/mail piece required.

Printing and creative services available upon request.



Expectant Parent Mailer Outer Envelope  
Sample mailing piece available upon request.