



New Parent Direct Mail Advertising Program

Households with children 0-3 months old

2,220,000 per year \$55/m
185,000 per month

Reaching new parents before any other promotion of its kind, Madison's new parent mailer connects marketers with households stressed by the new demands of parenting –when nearly every category and purchase pattern is changing.

- Source: 100% direct mail
- Usage: Over 200 direct mail firms

Consumer Profile:

- Families with an infant 0-3 months old
- Majority are married couples
- Median age: 24 years
- Presence of other children in 55% of households
- Average HH income: \$32 - \$40,000

Key Categories of Interest:

- Meal Solutions
- College Savings Plans
- Diapers
- Cleaning Products
- Insurance
- Automotive
- Savings Products
- Photo/Video
- Baby Clothes
- Baby Products & Equipment
- Women's Apparel
- Home Entertainment

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

Produced and Managed by Madison Direct Marketing

Program Manager

Bruce Gold

Madison Direct Marketing

203-653-3211, bgold@madisondm.com

Fax: 203-316-0518

60 Long Ridge Road, Stamford, CT. 06902-1840

www.madisondm.com

Mail Date:
4th week of each month

Materials Due:
1st of each month

Materials:
Preprinted 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 incremental weight charges:

Age: \$20/m
 Geography: \$10/m
 Weight: \$12.50/m for each incremental 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.



New Parent Mailer Outer Envelope
Sample available upon request.