

MADISON

DIRECT MARKETING LTD.



Publishers of **FamilyAdvantage** Direct Mail

FamilyAdvantage Mails Expectant and New Parents Every Month

6"x 9" Packages Like These



Madison Direct Marketing Publishes
FamilyAdvantage Direct Mail

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Reaching Expectant Parents



The Expectant Parent Mailing Reaches 135,000 – 175,000 Mostly 1st Time Expectant Parents Each Month

There is no duplication month to month and all
Expectant Parents are in their third trimester of
pregnancy



The New Parent Mailing Reaches 185,000-250,000 New Parents Every Month

There is no duplication month to month and all newborns are identified by month and year of birth

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Reaching Young Families



Top Brands Promote with the Family Advantage Direct Mail Programs

Request a Sample Mailing Today
at info@madisondm.com

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Account Specific Direct Mail Programs

Family Advantage Direct Mail is Easily Customized for You

Ask About:

- Household Selectivity
- Variable Messaging (support a retailer)
- Insert Formats and Product Sampling

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Publishers of **FamilyAdvantage** Direct Mail

A Marketing Program that Is Proven to Work Year after Year

Expectant and New Parents Open, Read and Want More Mail
Like FamilyAdvantage*

*Burke Marketing Research

Recall Study of FamilyAdvantage Expectant and New Parent Direct Mail Programs

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Publishers of **FamilyAdvantage** Direct Mail

Request Your Custom Media Plan
with Complete Costs



Contact

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For more background visit

www.madisondm.com