

# Affordable New Parents Database From KM Lists

----- UPDATED -----

January 1, 2010  
Data Verified: January 1, 2010

----- SELECTIONS WITH COUNTS -----

Minimum order 5,000.

Selections	Counts	Price per/M
Total count	270,818	*\$85.00

(\*) Base name and address: 25.00/M; new parents database (postnatal), 60.00/M; total base, 85.00/M; base name and address: 25.00/M; new parents database (prenatal): 75.00/M; total base, 100.00/M.

----- OTHER SELECTIONS -----

Selections	Rate	Per Unit	Note
Monthly	\$15.00	M	extra
Weekly	\$15.00	M	extra
Dwelling Type	\$2.50	M	extra
First Birth/Sibling Birth	\$10.00	M	extra
Gender Of Child	\$2.50	M	extra
Median Income	\$2.50	M	extra
Children's Month/Year Of Birth	\$20.00	M	extra
Number Of Months Until Expected Birth	\$20.00	M	extra
Telephone Number	\$10.00	M	extra
County	\$2.50	M	extra
SCF	\$2.50	M	extra
Zip	\$2.50	M	extra
State	\$2.50	M	extra

----- PERSONNEL -----

**List Manager**

KM Lists  
9004C Lincoln Drive West  
Marlton, NJ 08053  
Phone: 800-635-5833  
Fax: 856-988-6662  
URL: <http://www.kmlists.com>

Contact	Title	Phone	Fax	E-mail
Pam Holden	VP	800-635-5833	856-988-6662	<a href="mailto:pam.holden@kmlists.com">pam.holden@kmlists.com</a>
			Ext. 11	

----- SUMMARY DESCRIPTION -----

Expectant parents and families with newborns.

----- DATACARD DESCRIPTION -----

THE BIRTH OF A CHILD, PARTICULARLY THE FIRST CHILD, IS A MAJOR LIFE STAGE EVENT. IT'S AN EVENT THAT TRIGGERS A WAVE OF CONSUMER PURCHASES RANGING FROM DIAPERS, CLOTHING, FOOD AND INSURANCE TO HOMES, FURNISHINGS, CARS, APPLIANCES AND MORE.

OUTSPEND CHILDLESS COUPLES 2-TO-1 AND ARE PRIME CANDIDATES FOR NOT ONLY A FULL RANGE OF BABY PRODUCTS, BUT ALSO DAYCARE, HOME ENTERTAINMENT, PHOTOGRAPHY, RECREATION AND CATALOG OFFERS -- VIRTUALLY ANY PRODUCT OR SERVICE THAT PROMISES THE FAMILY A BETTER WAY OF LIFE.

NO OTHER LIFE CYCLE LIST OFFERS THE ACCURACY, COST-EFFICIENCY OR SELECTIONS OF OUR NEW PARENTS DATABASE -- INCLUDING THE OPTION OF DEFINING MARKETS AT EITHER THE EXPECTANT STAGE OR AFTER DELIVERY.

CONSIDER THIS: ALMOST ONE OUT OF EVERY TWO BIRTHS TODAY IS A FIRST BIRTH, CREATING ENORMOUS MARKETING OPPORTUNITIES. MOST FIRST-BIRTH FAMILIES ARE ALSO TWO-CAREER FAMILIES -- WORKING MOMS AND DADS WITH LARGE, DISPOSABLE INCOMES AND NO BRAND LOYALTIES WHERE CHILD-CARE PRODUCTS ARE CONCERNED. THIS NEW PARENTS DATABASE DEFINES THE MARKET AT EITHER THE EXPECTANT STAGE OR AFTER DELIVERY. PRENATAL RECORDS INCLUDE HOUSEHOLDS WITH MOTHERS IN THE THIRD OR LATER MONTH OF PREGNANCY. POSTNATAL RECORDS INCLUDE FAMILIES WITH CHILDREN FROM 0 TO 36 MONTHS OLD.

----- LIST SOURCE -----

Source	Note
Compiled	Public And Proprietary Records

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per Unit	Note
Cheshire Labels, 4-up			
Pressure Sensitive Labels, 4-up	\$6.00	M	extra Under 50M
Pressure Sensitive Labels, 4-up	\$5.00	M	extra Over 50M
Pressure Sensitive Labels, 1-up	\$10.00	M	extra
3 X 5 Cards	\$15.00	M	extra
Manuscript	\$5.00	M	extra
CD ROM (each)	\$35.00		fee
DV (each)	\$150.00		fee
Cartridge (each)	\$15.00		fee
Mag Tape	\$150.00		fee 3590E (each)
Electronic Delivery			

----- DELIVERY SCHEDULE -----

24 hour turnaround available.

----- RESTRICTIONS -----

All names or e-mail addresses ordered/processed are for one time use. For e-mail reuse/remarketing usage or subsequent name usage/unlimited usage. These products and services offered are subject to applicable federal, state and local sales taxes.

----- UPDATE SCHEDULE -----

Updated monthly.