

SEGMENTS

1,218,794	Total Universe /Universe Rate	\$90.00/M
114,582	1 Month Hotline	+ \$15.00/M
28,759	3 Month Hotline	+ \$10.00/M

DESCRIPTION

Parents Expecting a Baby mailing list from Midway Direct Marketing allows you to reach expecting parents. For many of these couples they will be first time parents and are anxiously awaiting their first newborn. These new parents have new needs and are making major changes in their lifestyle and major purchases. They want to make sure they provide their newborn with the best products and services available. They are the ideal consumer group to target with all baby products including apparel, furniture, educational items, daycare services and more.

This file has been created from different Can-Spam compliant opt-in websites. The file is 100% opt-in. These individuals have opted-in to receive emails from third parties. Our records are frequently updated with all NCOA processing, each record has been verified, scrubbed and cleaned.

DATE

UPDATED	09/15/2015
CONFIRMED	09/15/2015

GENDER

0% MALE 0% FEMALE

SOURCE

Direct response

ADDITIONAL CHARGES

Age	\$8.00/M
Gender/Sex	\$8.00/M
Date of Birth	\$10.00/M
Income Select	\$10.00/M
Presence of Children	\$10.00/M
Home Owner	\$10.00/M
Mail Order Buyers	\$10.00/M
Monthly Hotline	\$15.00/M
Phone Number	\$150.00/M

ADDRESSING

FTP	\$25.00/F
EMAIL	\$25.00/F

MINIMUM ORDER5,000
\$250.00 MINIMUM PAYMENT**CANCELLATION**

Cancellation Fee \$250.00/F

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

OWNER/MANAGER

---MANAGER'S EMAIL ADDRESS---
 Ron Davidson 224 241-2022
rdavidson@midwaydirectmarketing.com

 Midway Direct Marketing
 815 N. Delphia
 Park Ridge IL 60068
 MANAGER
 Phone: (224) 241-2022
 Fax:

NET NAME ARRANGEMENTS

Net Name is allowed	
Run Charges	\$8.00/M