

## MOTHER & BABY GIFT PACK

**Prospects:**

**380,000 + Australia**

**Customers Sourced via:**

The Progress Pack list is currently growing at the rate of 2,500 records per month and is updated daily. The Progress Pack list contains the names and details of new mothers who have responded to a targeted sample pack offer via hospitals nationally.

**Customer Profile:**

Mums collect their Progress Packs from a leading National retailer when their baby is between two and four months old. Approximately 47% are first time mothers who are more likely to respond to new products, services and ideas. The newborn child and sibling's dates of birth are captured and the age range available is 2 months to 10 years. We can also select those who are %First Mums+or %Multi Mums+

**Snapshot:**

**Aged Band**

- 18 - 24 yrs - 713
- 25 - 34 yrs - 20,900
- 35 - 44 yrs - 65,800
- 45 - 54 yrs - 52,000
- Unknown - 297,000

**Number of Kids**

- 1 - 216,000
- 2 - 136,700
- 3 - 57,900
- 4 - 26,600

**Household Income**

- \$10,000 - \$33,799 PA - 73,733
- \$33,800 - \$41,599 PA - 24,815
- \$41,600 - \$51,999 PA - 29,201
- \$52,000 - \$62,399 PA - 48,218
- \$62,400 - \$72,799 PA - 27,009
- \$72,800 - \$88,399 PA - 37,386
- \$88,400 - \$103,999 PA - 31,581
- \$104,000 - \$129,999 PA - 34,280
- \$130,000 - \$155,999 PA - 27,700
- \$156,000 + PA - 29,900

Continued.....



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### Targeting / Selections:

State  
Recency  
Child's date of birth  
Child's gender  
First Time Mums  
Household Income  
Property Value  
Home Ownership  
Disposable Income

### Investment:

\$320-00 / £00 Postal  
\$350-00 / £00 eDM  
\$400-00 / £00 Telemarketing

\$350-00 set up fee

10% GST for Australian customers  
\$15-00 International delivery fee  
(Minimum order 5,000 records)

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