

MOTHER & BABY GIFT PACK

Prospects:	380,000 + Australia
Customers Sourced via:	The Progress Pack list is currently growing at the rate of 6,000 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 siblings' 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+.
Purchase History:	n/a
List Maintenance:	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
Targeting / Selections:	State, recency, child's date of birth / age, child's gender and first time Mums
Investment:	\$300-00 / £00 \$350-00 set up fee
Selection fee/s:	\$20-00 / £00 Recency \$20-00 / £00 children's Date of Birth / age \$20-00 / £00 Gender \$20-00 first time/ second time Mum's 10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)