

Prenatal Baby On The Way

Postal Universe	217,078	\$105/M
Monthly Hotline	21,563	+\$10/M

Prenatal Baby on the Way from AWI is a file of expectant mothers, eager to provide the best way of life for their soon to be "bundle of joy." Their buying habits will change and expand as they prepare for the baby.

AWI brings you Prenatal Baby on the Way file sourced through lifestyle questionnaires and is 100% self-reported!! This file features detailed selects such as first time mothers and due date month! Approximately 34% of Prenatal Baby on the Way individuals are first time mothers. Be first in the mailbox with AWI!

AWI is your multi-channel solutions partner, your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated monthly or weekly and published quarterly. Please inquire about usage.

Visit us at andrewswharton.com for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED		ADDRESSING	
4/1/2021 <i>Counts updated monthly, published quarterly.</i>		EMAIL/FTP	\$50/F
SELECTS		MINIMUM ORDER QUANTITY	
Monthly Hotline	\$10/M	Postal Universe	12,000
Geo/Geographical	\$5/M	NET NAME AVAILABLE	
Age	\$10/M	85% on orders ≥ 50000	\$10/M Run Charge
Income	\$10/M	REUSE AVAILABLE	
Ethnic/Ethnicity	\$10/M	Minimum Reuse Order	6,000
Due Date Month	\$10/M	TRACKING CODE ID	
First Time Mom	\$10/M	NextMark ID	384948
		SRDS ID	947347-0

*Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required.
Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs.
Email orders cancelled after creative testing subject to \$150 cancellation fee per order.*