

## Prenatal Moms To Be

Postal Universe	236,165	\$100/M
Monthly Hotline	23,494	+\$10/M
Email Universe	147,049	\$155/M

*Email Price Includes HTML Setup, Transmission, Testing, & Reporting*

Prenatal Moms to Be from AWI is a file of expectant mothers, eager to provide the best way of life for their soon to be “bundle of joy.” These women have purchased online, through direct mail, or both. They have completed surveys regarding their families and have registered on sites that have kid friendly information on the products and services they want. Email price includes HTML setup, transmission, testing, and reporting!

AWI brings you the Prenatal Moms to Be database chock-full of responsive, expectant mother who are looking for informational offers, parenting and pregnancy publications, maternity apparel, self-pampering, baby care and feeding, diapers, nursing, cribs and other baby necessities. These women have an average income of \$44,000 and the households have opted in to receive offers from marketers from newborns to teens!

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](http://andrewswharton.com) for all your marketing needs!

To place an order or for more information please email us at [becertain@andrewswharton.com](mailto:becertain@andrewswharton.com).

### LAST UPDATED

4/1/2021  
*Counts updated monthly, published quarterly.*

### SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$10/M
Age	\$10/M
Income	\$10/M
Due Date Month	\$10/M
First Time Mom	\$10/M
A/B Split	\$350/F
Opt-out Suppression	\$350/F

### ADDRESSING

EMAIL/FTP	\$50/F
HTML Setup, Transmission, Testing, Reporting	N/C

### MINIMUM ORDER QUANTITY

Postal Universe	12,000
Email Universe	25,000

### NET NAME AVAILABLE

85% on orders ≥ 50000      \$10/M Run Charge

### REUSE AVAILABLE

Minimum Reuse Order      6,000

### TRACKING CODE ID

NextMark ID	270235
SRDS ID	961339-0

*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.*