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NEW PARENTS DATABASE

The birth of a child, especially the first child, is a major event that typically prompts an increase of consumer purchases from clothing, food and diapers to furnishings, cars and appliances. Typically, families with children outspend childless couples by 50%. Families with children are primary contenders for a full range of products not only limited to infant merchandise, including home entertainment, daycare and photography offers. Practically any product or service that promises an improved way of life for the family is of interest to them.

Stewart Directories offers more than 2.8 million records of which you can identify your market based on such selections as location, date of birth, birth order and gender.

Pre-Natal and Post-Natal

Base Name and Address: \$140.00/M* *M=per 1,000

Minimum Order: \$250.00

Selects: *Add to base –per 1,000*

First birth/Sibling birth	\$10.00
Median income	\$2.50
Gender of child	\$2.50
Children's month/year of birth	\$20.00
Age in months	\$20.00
Number of months until expected birth	\$20.00
Telephone number	\$10.00

FORMATS: *Add to base –per 1,000*

Manuscript:	No charge
Pressure Sensitive Labels	\$8.00/M
CD ROM/ E-Mail	\$5.00/M