

BYRUM FLEMING

Mailing List Brokerage and Management

32000S

www.byrumfleming.com

ART OF MOTHERHOOD

Women, especially young mothers, continue to be emerging as one of the fastest growing users of online services. They use the internet for parenting tips, medical and health information, shopping needs and a variety of other products. These young mothers have purchased or inquired on a wide range of products and services for their planned pregnancies, after-birth care, and the healthy development of their children. Sourced from newsletters, subscriptions and online information sites, target these excellent prospects for credit cards, insurance, health and fitness, children's apparel and products, food and household products, magazines, and catalogs. The file is updated monthly with approximately 10,000 new records added.

Weekly Hotline - 19,261

Monthly Hotline - 68,604

Total Database - 3,150,220

Available Selects \$5/M

Newborns	567,300
Crawlers (Age 6-18 months)	610,823
Walkers (Age 19-36 months)	656,732
Runners (Age 3-5)	754,465
New Mothers/First Baby	328,800
Working Mothers	1,301,092
Young Families (Age 21-35)	227,266
New Movers	510,464
New Credit	441,256

Terms and Pricing

List Rental	\$90/M	Telephone Numbers	\$35/M	Gender Select	\$5/M
Minimum Order	5000	Recency Select (3 mos)	\$20/M	Geographic Select	\$5/M
Email	\$50	Recency Select (6 mos)	\$15/M	Age/Income Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Key Coding	\$5/M

Brokers Welcome