

# BYRUM FLEMING

Mailing List Brokerage and Management

[www.byrumfleming.com](http://www.byrumfleming.com)

3000A

## PREGNANCY & CHILDBIRTH

The Pregnancy & Childbirth database, provided by Byrum & Fleming, offers both traditional and alternative treatment and education. Both elements in the Childbirth Education market offer opportunity for mailers.

### **Total Database - 48,767**

Available Selects \$5/M

Alternative Birth Professionals/Services	1,475
Childbirth Education	8,212
Women/Infant/Children Program	730
Hospital Maternal Health Dept.	1,235
Obstetrics & Gynecology MD's	7,413
Patient/Education	4,786
Pediatricians	5,489
STD Education	1,676
Nurse Practitioners/Reproductive Health	3,677
Lactation Consultants	3,690
Public Health Nurse	2,121

### **Terms and Pricing**

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
Email	\$50	Telephones	\$35/M	Key Coding	\$5/M

*Brokers Welcome*