

## Especially for Mothers Co-op Mailer

Direct-to-home mailer reaching 77%  
of the U.S. birth market



**3.3 million annually      \$ 70/M Base Price**

Crucial developmental milestones in infancy are marked during months 2–5, and it is also a time when many mothers' product needs are changing as they return to work. "Especially for Mothers" Co-Op is mailed directly to the home and is ideal for encouraging trial at a key time for both mom and baby.

### **Program Profile**

**Audience:** Moms of babies 2-5 months old  
**Quantity:** 3.3 million  
**Frequency:** Bi-monthly  
**Distribution Channel:** Mailed direct-to-home  
**Distribution Dates:** February, April, June, August, October, December  
**Maximum Insert Size:** 5½" x 8 ½"  
**Targeting:** By State

### **The Right Audience for Your Sample**

Average Age: 29  
 First-Time Parents: 50%  
 Attended/Graduated College: 65%  
 Employed: 84%

### **Changing Needs for Mom and Baby**

When baby is 2-5 months old, he may begin eating solid foods and teething and is now becoming more active. Mom may be going back to work.

### **Pricing**

<b><u>Weight</u></b>	<b><u>Price/m</u></b>
≤ .25 oz	\$70/m
≤ .30oz	\$85/m
≤ .40 oz	\$95/m
≤ .50 oz	\$105/m
≤ .60 oz	\$110/m
≤ .70 oz	\$120/m

- Rates apply to paper inserts only. Sample prices are quoted individually based on weight & size.
- Prices are based on orders greater than 250,000 units
- Minimum spend \$10,000
- Add \$20/m for regional selects
- Add \$25/m for Hispanic-only selects

### **Program Manager**

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