



\$85/M

HUGGIES Happy Babies

125M - MONTHLY HOTLINE **\$20.00**
370M - QUARTERLY HOTLINE **\$10.00**
10MM - TOTAL LIST

DESCRIPTION

Promotionally responsive households with children: "Huggies", a recognized and trusted leader in the children's product market, makes its database available. These households have been generated from a variety of sources that include refund/rebate redemptions, coupon redemptions, premium offers and customer 800# response calls new mothers and fathers. The Huggies Happy Babies Database is made up of parents of young children. The monthly Hotline consists of households with either an expecting mother or a child 0-36 months of age. The master file contains records of children 0-6 years of age. This file is ideal for marketing to parents some offers such as magazine subscriptions, retail store outlets, financial planning services (mutual funds, insurance, 529 marketers, etc.), book clubs for children, educational merchandise, formula companies and other marketers of baby and new parent related offers or other offers to moms and dads or new homeowners.

SOURCE

Direct Response

Service Bureau:

DMAS
Attn: Dennis Hupp
3159 Fee Fee Road, Suite 221
Bridgton, MO 63044

List Manager

Bob Rea—bobr@partnersmarketing.com
Phone 630-524-9901 x 17 Fax 630-524-9909

OUTPUT FORMATS - CHARGES

Diskette, CD ROM
 Non-refundable disk/CD ROM charge **\$15F**
 Electronic Transfer (E-mail, FTP) **\$50F**

MINIMUM ORDER 5,000

Pre-Approved Re-Use Minimum Charge **\$150F**

SELECTIONS

Monthly Hotline Select **\$20/M**
 Quarterly Hotline Select **\$10/M**
 Child's Age Select **\$10/M**
 Prenatals Only **\$25/M**
 Income Select **\$5/M**

PROCESSING

State/SCF/Zip Processing **\$6.50/M**
 Key Code Processing **\$3/M**

NET NAME ARRANGEMENT

85% on 50,000 minimum; selections on gross records; \$10/M run charge on unused names.

MISCELLANEOUS

Updated Monthly
 2 sample mailing pieces required
 Rush Orders \$50.00 (24-hour turnaround)
 No telemarketing use
 All offers subject to owner's approval

TERMS

20% commission to recognized brokers. Orders canceled before the mail date are subject to a \$50.00 flat cancellation fee and a \$10/M run charge plus all applicable selection charges, media and shipping charges. No cancellations or changes accepted after the mail date. Net 30 days.



HUGGIES Happy Babies

USAGE

America Online	Parenting Magazine
American Baby	Philadelphia Zoo
Carter's Retail	Phoenix Zoo
Citicorp Services	Portrait Simple
Cookie Magazine	Ross Labs
Corinthian College	SBLI
Disney Catalog	Scholastic at Home
Estyle / Babystyle	San Diego Zoo
Fisher-Price Toys (Test)	Shutterfly
Fred Meyer Stores (Test)	St. Louis Zoo
Gerber Life	Target Stores
Globe Life (Test)	TIAA-CREF College Savings
Golden State ScholarShare	The Pleasant Company
Greater Los Angeles Zoo	US Bank
Iowa 529 (Test)	Union Bank
Kaiser Permanente	Viacord
Lifetouch Portrait Studios	Walgreen Drug Stores
Mead Johnson	Zoo Consortium
Mutual of Omaha	Zoological Society of Milwaukee
National Wildlife	
One Step Ahead	