



# Newborn Network

Powered by Experian Marketing Services

## The Gold Standard in Delivering New Baby Data



**Reach More than 3,000,000 Pre & Postnatal Moms at Home & Email Address**

The birth of a child triggers a substantial wave of purchasing – before and after the arrival – that outpaces nearly every other milestone in life. In fact, families outspend childless couples 2-to-1 on a variety of products and services. Be among the first to reach these new and soon-to-be new moms and their loyalty will pay dividends for years to come.

ALC and Experian Marketing Services have joined forces to create Newborn Network, the premier solution provider in reaching the new and expectant parents market.

Newborn Network is the industry-leading database of new parents and expecting moms, capturing over 80% of all U.S. births. Experian Marketing Services began developing this resource in 1985 through a multitude of unique, high-quality sources and a rigorous verification process to certify accuracy. Mothers in the Newborn Network span from 7-month prenatal to 36-month postnatal in new and growing family households.

**3,610,000** Prenatal Parents  
**190,000** Prenatal Parents Available Monthly  
**985,000** New & Expecting Parents Available at Email Address

Weekly hotline is also available – Please inquire.

### Over 50 Principal Public & Proprietary Data Sources

- Baby Furniture and Maternity Store Purchases
- BehaviorBank® Surveys
- Birth Records
- Consumer Packaged Goods - Baby Products
- New Baby Catalog Product Buyers
- New Baby Magazine Subscribers
- Photographers of Newborns and Babies

### Selectable by:

- Prenatal
- Postnatal
- 2nd Trimester
- 3rd Trimester
- First Time Parents
- Household Demographics
- Lifestyle Interests

### Conduct Multichannel Marketing Campaigns Via:

- Postal Mailing List
- Email List
- Digital Display Advertising



**ALC CAN PUT ALC NEWBORN NETWORK DATA TO WORK FOR YOU**

For more information, contact Susan Packard, New Parent Consultant at (609) 580-2785 or by email at Susan.Packard@alc.com.

Visit [www.ALCMilestones.com](http://www.ALCMilestones.com)