Quintessential New Parents & Growing Families Prospect Masterfile

The Quintessential New Parents & Growing Families Prospect Masterfile is a premium database designed to help marketers connect with one of the most engaged consumer segments—new parents and growing families. This highly responsive audience is actively seeking products and services that cater to their expanding household needs, from baby care essentials to family-friendly financial planning.

With detailed insights into parenting stages, household income, and purchasing behaviors, this masterfile allows for precision-targeted marketing efforts. Whether you are promoting baby products, educational resources, healthcare plans, or home improvement services, this database ensures an optimized and highly effective reach to this valuable demographic.

Key Facts

- 3.7 million babies are born in the U.S. each year, creating a constant demand for baby and family products.
- 85% of new parents make significant lifestyle and purchasing changes within the first year of their child's life.
- 78% of growing families prioritize home safety and child-proofing solutions.
- 65% of parents subscribe to baby-related newsletters and parenting advice platforms.
- 60% of families increase their spending on health and life insurance after having children.
- 72% of new parents use social media to discover and purchase family-oriented products.

Popular Usage

- Marketing Baby Care & Infant Products
- Promoting Parenting Magazines & Subscription Services
- Advertising Financial Planning & Life Insurance for Families
- Selling Children's Educational Toys & Learning Materials
- Offering Family Travel & Vacation Packages
- Promoting Home Safety & Child-Proofing Solutions
- Marketing Maternity & Family Healthcare Services
- Advertising Grocery & Meal Kit Delivery Services for Busy Families

Products and Services

Marketing Lists | Direct Mail Marketing | Email Marketing | Mobile Advertising | Social Media Advertising | GEO-Lift | Turn-Key Solutions

Sources of Data

Online Registration | Lifestyle Surveys | Government Records | SEC Filings | Annual Reports | Occupant Data | Voter Registration | Telemarketing | Publication Subscribers | Purchase History | White pages | Associations

Total Universe

4,965,210

Base Rate

$180/M

Minimum Order *

5,000

Data Type

Consumer Database

Recommended Selects

- Age Makeup
- Household Income
- Education Status
- Communication Preference
- Zip Code
- State
- Parenting Stage
- Shopping Preferences
- Parental Involvement
- Gender Makeup
- House Composition
- Health and Wellness Interests
- Pets

Data Profile

- Comprehensive
- Accurate
- Updated Monthly
- Ethically Compiled

** High Volume Discounts are Available*

Call to Learn More

(888) 578-3282

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