

## Direct Marketing to New Moms & Pregnant Moms in the USA

Marketers focused on Pregnant Women, and Moms with Babies & Toddlers can reach their target market with great precision using email or direct mail. Infocore's analysis of the US market has uncovered a total of 333 separate audiences, in 24 categories, that offer marketers the ability to segment and engage these consumers at the moment when they are most likely to be responsive to a marketing promotion or offer. For the full report or to learn more about reaching these US consumers, contact AudienceLandscape@infocore.com and mention you are interested in Moms.

