



**Alesco CPG Buyers of Major Brand Baby Diaper and Wipes**

The Buyers of Major Brand Baby Diaper and Wipes Product list reaches over 9 million consumers using debit or credit cards to purchase products like disposable diapers and training pants from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers of newborn and infant diapering goods that prevent leakage, keep baby's bottom clean and fresh, and helps with potty-training.

<b>MEDIA TYPE</b>
Consumer  

<b>SOURCE</b>
Direct response

<b>GEOGRAPHY</b>
USA

<b>MAINTENANCE</b>
Market Entry <b>10/28/2020</b>
New to Manager <b>10/28/2020</b>
Counts Through <b>10/28/2020</b>

<b>DATA CARD MAINTENANCE</b>
New To System <b>10/28/2020</b>
Last Update <b>10/28/2020</b>
Next Update <b>11/27/2020</b>
Update Frequency <b>MONTHLY</b>

<b>SEGMENTS</b>
4,047,686 Total Universe / Universe Rate \$175.00/M
1,083,868 Email \$250.00/M
2,963,818 Postal \$175.00/M

**DESCRIPTION**

This CPG list puts marketers in touch with consumers who purchase name brand diapers to prevent an infant's clothes from being soiled and keep wetness off baby's skin. Major diaper manufacturers also produce training pants as baby transitions from diapers to toddler underwear. Pre-moistened, sanitary wipes clean baby's bottom to help prevent rashes and skin irritation. Disposable diapers and wipes give parents the freedom to keep baby fresh whether at home or on the go. Individuals who purchase diapers also buy related merchandise ranging from nursing pillows to children's furniture. This audience makes appointments with a pediatrician on a regular basis to assess baby's growth and development, treat for illness, and receive recommended vaccinations. When they find a product that delivers results, this audience remains brand loyal and is receptive to product offerings like discounts, coupons, free samples and more.

**Name Brands:** Goodnites, Huggies, LUVS, Pampers, Wet Ones

**Products Purchased:** Lifestyle and parenting magazines, cloth diapers, disposable diapers, baby clothes, baby shampoo, formula, baby food, changing tables, cribs, nursery furnishings, car seats, jumpers, strollers, hand and body lotion, hygiene products, moisturizers, teething, baby toys, children's books

**List Purchasers:** Publishers, pediatricians, drug store merchandisers, pharmaceuticals, furniture stores, educational game suppliers, daycares, preschools, vitamin and supplement providers, diaper manufacturers, food and beverage suppliers, health food stores, and credit card issuers.

**SELECTS**

<b>GENDER</b>
Male %
Female %

<b>AVERAGE INCOME</b>
Value <b>not available</b>

<b>MINIMUM ORDER</b>
Minimum Quantity
Minimum Price <b>\$2,500.00</b>

<b>NET NAME ARRANGEMENTS</b>
<b>Net Name is allowed</b>
Floor <b>0%</b>
Minimum Quantity <b>0</b>
Run Charges

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is allowed**

Minimum Quantity **0**  
Run Charge

**CANCELLATION**

Charges

**KEY CODING**

**Key Coding is not available**

**ADDRESSING**

**SPECIAL INSTRUCTIONS**

Transactional Postal CPM- \$175/per thousand Brand:  
\$10/per thousand per brand Minimum – \$2500.00  
Email CPM –\$250/per thousand Minimum- \$2000.00  
Mail Piece Required