

# MamaMag Premium Catalog Proposal

## EXECUTIVE SUMMARY

PostPilot is positioned to launch a premium catalog offering for expectant mothers 2-4 months from delivery. This proposal outlines a scalable, high-margin product that leverages our existing New Moms audience data while creating a more premium offering for participating brands. With a 3-month timeline to profitability, this proposal prioritizes quick implementation, tiered pricing strategies, and operational efficiency.

## MARKET OPPORTUNITY

The New Moms shared mailings have consistently delivered exceptional performance:

- **47.5x ROAS** across all New Moms campaigns
- **4.29% Conversion Rate** (highest among all themes)
- **\$4.99 Revenue per Recipient** (significantly outperforming other themes)

Anchor brands like **Caden Lane** (33.0x ROAS) and **Kindred Bravely** (17.6x ROAS) provide a strong foundation to attract additional premium brands.

## PRODUCT SPECIFICATIONS

### Format & Design

- **Size:** 5.5" x 8.5" premium catalog
- **Pages:** Flexible 16–36 pages (based on brand participation)
- **Design Aesthetic:** Elevated, playful yet sophisticated design targeting high-income households
- **Look & Feel:** Similar to "The Picks" one-pager with curated, exclusive presentation
- **Paper Quality:** Premium stock with soft-touch finish for upscale feel

### Content Structure

- **Front Cover:** Featured anchor brand with seasonal photography
- **Inside Front Cover:** Premium placement opportunity
- **Thematic Sections:**
  - Nursery Essentials
  - Maternity Must-Haves
  - Baby Gear Innovations
  - Self-Care for Mom
  - Registry Must-Haves
- **Editorial Content:** Product-adjacent content enhancing each section (e.g., "Creating the Perfect Nursery" alongside nursery products)
- **Back Cover:** High-visibility premium placement

## BUSINESS MODEL

Continued on the next page.

## BUSINESS MODEL

### Catalog Pricing Based on Page Count & Participating Brands

Using the production costs provided, let's structure pricing based on the number of brands and catalog size:

Page Count	Production Cost (50k)	Minimum Brands	Revenue Per Brand	Total Revenue	Production Costs	Data Costs	Total Costs	Profit	Margin
16 pages	\$0.80/piece	8	\$7,500	\$60,000	\$40,000	\$1,250	\$41,250	\$18,750	31.3%
20 pages	\$0.84/piece	10	\$7,500	\$75,000	\$42,000	\$1,250	\$43,250	\$31,750	42.3%
24 pages	\$0.87/piece	12	\$7,500	\$90,000	\$43,500	\$1,250	\$44,750	\$45,250	50.3%
28 pages	\$0.90/piece	14	\$7,500	\$105,000	\$45,000	\$1,250	\$46,250	\$58,750	56.0%
32 pages	\$0.95/piece	16	\$7,500	\$120,000	\$47,500	\$1,250	\$48,750	\$71,250	59.4%

## Premium Placement Pricing Strategy

Standard pricing covers a full page in the catalog. Premium placements command higher prices:

Placement Type	Description	Base Price	Additional Premium	Total Price
<b>Standard Full Page</b>	One full page in catalog	\$7,500	—	\$7,500
<b>Two-Page Spread</b>	Double page standard placement	\$7,500	+\$5,000	\$12,500
<b>Premium Placements</b>				
- Front Cover Feature	Primary cover placement	\$7,500	+\$10,000	\$17,500
- Inside Front Cover	First interior page	\$7,500	+\$7,000	\$14,500
- Back Cover	Last page (high visibility)	\$7,500	+\$7,000	\$14,500
- Center Spread	Middle of catalog (2 pages)	\$7,500	+\$8,000	\$15,500
<b>Enhanced Options</b>				
- Category Sponsorship	Brand "presents" a category	—	+\$3,500	+\$3,500
- Editor's Pick Callout	Special highlighting	—	+\$2,500	+\$2,500

### Volume Scaling Scenarios (24-Page Catalog)

Send Volume	Production Cost/piece	# of Brands	Price/Brand	Total Revenue	Total Costs	Profit	Margin
50,000	\$0.87	12	\$7,500	\$90,000	\$44,750	\$45,250	50.3%
100,000	\$0.82	12	\$14,000	\$168,000	\$84,500	\$83,500	49.7%
250,000	\$0.76	12	\$30,000	\$360,000	\$196,250	\$163,750	45.5%

### Brand Count Flexibility Examples (50k Send)

Page Count	Min. Brands Needed	Break-Even Price/Brand	Target Price/Brand (30% Margin)
16 pages	8	\$5,156	\$7,500
20 pages	10	\$4,325	\$7,500
24 pages	12	\$3,729	\$7,500
28 pages	14	\$3,304	\$7,500
32 pages	16	\$3,047	\$7,500

*Note: Prices can be adjusted based on final brand count. For example, with a 24-page catalog, if we secure 15 brands instead of 12, we could reduce the price to \$6,000 per brand while maintaining our profit margin.*

## IMPLEMENTATION TIMELINE

Week	Milestone	Activities
<b>Week 1-2</b>	<b>Product Definition &amp; Sales Materials</b>	<ul style="list-style-type: none"> <li>- Finalize pricing structure</li> <li>- Create sales deck</li> <li>- Identify target brands</li> </ul>
<b>Week 3-5</b>	<b>Sales Outreach</b>	<ul style="list-style-type: none"> <li>- Contact anchor brands (Caden Lane, Kindred Bravely)</li> <li>- Pitch to 30+ complementary brands</li> <li>- Secure commitments</li> </ul>
<b>Week 6-7</b>	<b>Design &amp; Content Collection</b>	<ul style="list-style-type: none"> <li>- Collect brand assets</li> <li>- Draft editorial content</li> <li>- Develop initial layouts</li> </ul>
<b>Week 8-9</b>	<b>Production &amp; Approval</b>	<ul style="list-style-type: none"> <li>- Brand review process</li> <li>- Finalize design</li> <li>- Prepare print files</li> </ul>
<b>Week 10-11</b>	<b>Printing &amp; Distribution</b>	<ul style="list-style-type: none"> <li>- Print catalogs</li> <li>- Distribute to 50k test audience</li> </ul>
<b>Week 12</b>	<b>Performance Analysis</b>	<ul style="list-style-type: none"> <li>- Track initial scans/conversions</li> <li>- Prepare performance reports</li> </ul>

## TARGET AUDIENCE

- **Primary Target:** Expectant mothers 2-4 months from delivery
- **Demographic Focus:** Higher-income households (\$100k+)
- **Psychographic Profile:** Quality-focused, research-oriented, first-time parents
- **Data Source:** Leverage existing PostPilot targeting capabilities

## BRAND ACQUISITION STRATEGY

### Target Brand Categories

1. **Baby Clothing & Accessories** (Anchor: Caden Lane)
2. **Maternity Clothing** (Anchor: Kindred Bravely)
3. **Nursery Furniture & Decor** (Anchor: Newton Baby)
4. **Feeding & Nursing Products**
5. **Baby Gear & Equipment**
6. **Postpartum Recovery Products**
7. **Toys & Development**

### Acquisition Approach

- **Existing Clients:** Prioritize high-performing PostPilot clients
- **Strategic Partnerships:** Approach complementary brands to our anchors
- **Data-Driven Targeting:** Use customer overlap data to identify synergistic brands
- **Premium Positioning:** Emphasize exclusivity and curated experience

## FINANCIAL PROJECTIONS

Time Period	Send Volume	# of Brands	Revenue	Costs	Profit	Margin
Month 3	50,000	12-14	\$84,000	\$41,250	\$42,750	50.9%
Month 6	100,000	14-16	\$124,000	\$78,500	\$45,500	36.7%
Month 12	200,000	18-20	\$170,000	\$145,000	\$25,000	14.7%
Annual (4 sends)	550,000	18-20	\$548,000	\$408,750	\$139,250	25.4%

## NEXT STEPS

1. **Approval of strategy and pricing structure**
2. **Development of sales materials and pitch deck**
3. **Outreach to anchor brands Caden Lane and Kindred Bravely**
4. **Creation of catalog template and editorial calendar**
5. **Establishment of production timeline**

---

*This proposal was developed based on historical performance data of PostPilot's New Moms campaigns and is designed to meet the specified 25-30% profit margin target while creating a premium offering for participating brands.*