

(01)

A SHARED MAILER PROJECT

MAMMA MAG

\ PRESENTED BY POSTPILOT

Featuring Kindred Bravely's Sublime® Bamboo
Hands-Free Pumping Longline Bra Top
Meet the pumping version of the Nursing Longline
Bra Top you've been obsessed with - proof that
pumping clothes can be comfortable, functional, and
totally adorable.



*maternity
in
style*

04.11.2025

Executive SUMMARY

BACKGROUND

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:

- **2.46x ROAS** averaged across all New Moms campaigns
- **0.22%** Conversion Rate (highest among all themes)
- **\$0.25** 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.



Content & Vibes

WHAT DOES IT LOOK LIKE

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

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%

STRATEGIES

Placement Type	Description	Base Price	Additional Premium	Total Price
Standard Full Page	One full page in catalog	\$7,500	—	\$7,500
Two-Page Spread	Double page standard placement	\$7,500	+\$5,000	\$12,500
Premium Placements				
- 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
Enhanced Options				
- Category Sponsorship	Brand "presents" a category	—	+\$3,500	+\$3,500
- Editor's Pick Callout	Special highlighting	—	+\$2,500	+\$2,500

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Example

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VOLUME AND BREAK-EVEN

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%

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

Targets

WHO DO WE SEND TO?

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



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