








# MOM© MY OMNIBUS FOR MUMS, PARENTS

 <p><b>January</b></p> <p>OFF</p>	 <p><b>Feb-15th</b></p> <p>Omnibus MOM© Kids</p>	 <p><b>Mar-15th</b></p> <p>Omnibus MOM© Baby</p>
 <p><b>Apr-16th</b></p> <p>Omnibus MOM© Baby</p>	 <p><b>May-17th</b></p> <p>Omnibus MOM© Kids</p>	  <p><b>Jun-15th</b></p> <p>Barometer Magicmaman</p>
 <p><b>Jul-13th</b></p> <p>Omnibus MOM© Baby</p>	 <p><b>August</b></p> <p>OFF</p>	 <p><b>Sep-20th</b></p> <p>Omnibus MOM© Baby</p>
 <p><b>Oct-18th</b></p> <p>Omnibus MOM© kids</p>	  <p><b>Nov-15th</b></p> <p>Barometer Magicmaman</p>	 <p><b>Dec-13th</b></p> <p>Omnibus MOM© Baby</p>

Each month, benefit from our offer of syndicated fields, omnibus to pre and post test, get feedback, validate your projects ... from parents, future and young moms

## OMNIBUS MOM© 8 waves

Representative sample  
• IDM's access panel

Baby : 360 parents with children under 3 years old

Kids : 540 parents with children from 3 to 12 years old

Online fieldwork  
France and international  
Budget : from 600€ HT

## BAROMETER MAGICMAMAN 2 waves

Representative sample  
• IDM's access panel

1 200 pregnant women and moms with children up to 3 years old : 300 pregnant women, 300 moms with a child under 1 year old, 300 moms with a child from 1 to 2 years old, 300 moms with a child from 2 to 3 years old

Online fieldwork  
France  
Budget from 950€ HT