

PREGNANCY & newborn

GROW WITH US

2010

meet Pregnancy & Newborn

Pregnancy & Newborn Magazine

was introduced in August 2006 in response to market demand for a magazine that comprehensively covered the life-changing experiences that take place in the 21 months from conception to baby's first birthday.

Pregnancy is a wild ride, and *Pregnancy & Newborn* has everything a mom-to-be needs to know from the time of her first pregnancy test to the pinnacle of her last labor pain.

Newborns don't come with instructions, so *P&N* provides new moms and dads with tried-and-true tips and expert advice on parenting topics that range from surviving the first six weeks to celebrating the first year.



Why advertise in

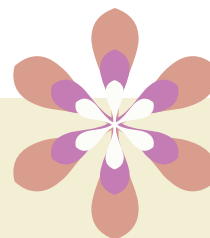


The Marketing Evolution study* —a continuing meta-study— found that magazine ads are **the #1 cost effective way to build brand familiarity and influence purchase intent**, beating out online advertising and even TV ads! Magazine advertising continues to offer the best ROI for your advertising dollar.

Cost of building **brand familiarity**, per capita
TV: \$2.61
Online: \$2.58
Magazine: \$1.40

Cost of influencing **purchase intent**, per capita
TV: \$1.77
Online: \$2.61
Magazine: \$1.23

*As reported by Media Daily News Oct. 7, 2008.



Why P&N?

Due to the amount of information that we need to impart on a regular basis, coupled with our ever-renewing readership and the finite amount of time in which to brand an advertiser's message to our readers, **PREGNANCY & NEWBORN** is proud to be the only true monthly pregnancy title— enabling our partners to reach the heart of their target audience the optimum number of times to achieve the most effective results.



a look inside

Why do *Pregnancy & Newborn* readers keep coming back month after month? Because we keep providing them with the information they **want** and **need**.



CRAVINGS

Cravings is chock-full of fun facts, good-to-know info, news and gear for the busy mom-to-be. With its laidback vibe and easy reads, it is the perfect place for our editorial team to keep *P&N* readers abreast of the latest prenatal and parenting news and debut new products.



GOOD HEALTH

Taking care of yourself during pregnancy is essential for the health of both mom and baby, and our Good Health section ensures that expecting moms get the information they need to maintain a healthy pregnancy. With departments like Eating for 2, Your Spirit and Healthy Mama, Good Health is the go-to resource for moms looking to nurture both body and soul.



GOOD LOOKS

These days, pregnancy is a fashion statement, and *P&N* doesn't disappoint the style-conscious mom-to-be with our extensive coverage of the latest and greatest maternity styles. Incorporating beauty, fashion and accessories, we keep our readers looking and feeling their best for their nine months of pregnancy and beyond.



GOOD MOM

Taking care of a baby can be tough. *P&N* walks new moms through the postpartum period all the way to baby's first birthday, with practical advice, relatable reads and must-have parenting gear. Whether we're discussing vaccinations, sharing tips for stroller shopping, or offering words of encouragement to nursing mothers, Good Mom is the section dedicated solely to early parenthood and its many wonders.



BABY GEAR ROAD TEST

A new monthly addition, Baby Gear Road Test includes hands-on, in-depth product reviews by real parents. Every issue spotlights a category of baby gear—play yards, highchairs, car seats, you name it!—with a selection of fabulous products from great companies. This is where readers can really take notes for their baby registries.

our readers

The Pregnancy & Newborn reader

AVERAGE AGE: 29.1 (77.34% are 18-34)

AVERAGE HHI: \$67,792

COLLEGE EDUCATED: 71.23%

TIME SPENT WITH EACH ISSUE OF P&N: 2-3 hours

NUMBER OF TIMES EACH ISSUE IS READ: 3.4

LENGTH OF TIME AN ISSUE IS KEPT: 9.7 months

CONTINUES TO READ P&N AFTER
BABY IS BORN: 94%

FIRST-TIME MOM: 60.95%

HAS ANOTHER CHILD UNDER 3 YEARS OLD: 25%

CURRENTLY EMPLOYED: 69%

*“Thank you so much for the **WONDERFUL** magazine you put out there for all of us pregnant mamas! If it weren’t for you guys, I wouldn’t know where, what, when or how to buy the essentials for my new baby!”*

ELIZABETH A., SANTA ANA, CA

100% of P&N readers plan to shop for baby clothes during their pregnancy.

92% of P&N readers plan to buy **maternity-specific skincare** products during pregnancy.

*“I just wanted to say how much I **LOVE** your magazine. I’m so grateful for every issue—I keep them all!”*

PAMELA S., WILLIAMSTOWN, NJ

Shopping habits of expecting and new moms

We surveyed our readers to find out when they stocked up on the welcome-home essentials.*

	While pregnant	After delivery
Nursing bra	67%	26%
Diaper rash ointment	76%	27%
Diapers and wipes	84%	21%
Baby lotion	81%	22%
Baby wash and shampoo	84%	20%
Bouncy seat	75%	22%
Baby carrier	79%	17%
Highchair	62%	34%
Stroller	79%	16%
Swing	79%	21%
Monitor	76%	21%
Co-sleeper or bassinet	81%	10%

*Full details, including other categories, are available upon request.



Bottle or breast? Many moms choose both. **79%** of those polled shopped for or planned to **shop for bottles** during pregnancy; a **breast pump** was a must for **68%** of our expecting moms.



2010 editorial calendar

Here is what's coming up in future issues of *Pregnancy & Newborn*.

JANUARY

- New year, new mom: How to be the mom you want to be
- Everything the expectant parent needs to know about cord blood
- Tips for losing the baby weight
- Dealing with morning sickness
- Baby Gear Road Test: Play mats

FEBRUARY

- The ultimate registry guide: What you need and why you need it
- Your love life and pregnancy
- Your baby's development during each trimester
- Making healthier cravings choices
- Baby Gear Road Test: Strollers

MARCH

- Spring maternity fashion preview
- An expecting mom's guide to prenatal vitamins
- Basic baby care: How-to tips for newborn needs
- Depression and pregnancy
- Baby Gear Road Test: Jogging strollers

APRIL

- Our annual green issue: All the best eco-friendly gear
- Sleep tips for every trimester
- Labor & delivery: What to expect at the hospital
- Teething tips
- Baby Gear Road Test: Baby carriers

MAY

- Celebrating Mother's Day
- A new mom's guide to childhood vaccinations
- 15 ways to make your life as a mom easier
- Swimwear for expecting moms and newborn babies
- Baby Gear Road Test: Breast pumps

JUNE

- The guy issue: Everything you and the guy in your life need to know
- Summer safety for moms and babes
- Bottle-feeding
- Leaving your baby with a sitter for the first time
- Baby Gear Road Test: Bassinets and co-sleepers

JULY

- The expectant mom's travel guide
- Bonding with your baby in-utero
- Baby Gear Road Test: Baby monitors

AUGUST

- Our breastfeeding issue: The best tips, success stories and gear for nursing moms
- *P&N*'s 2010 Readers' Choice Awards
- Baby Gear Road Test: Diaper bags

Please direct product submissions to the attention of *P&N*'s Editorial Department four to five months in advance:

editor@pnmag.com

280 Interstate North Circle SE
Suite 650
Atlanta, GA 30339

SEPTEMBER

- Fall fashion preview: Gorgeous maternity style
- Back to class: Prenatal, mommy-and-me and more
- Baby Gear Road Test: Swings and bouncers

OCTOBER

- Our annual nursery feature
- Winter wellness for babies
- Baby Gear Road Test: Car seats

NOVEMBER

- Our postpartum issue: Everything you need to survive the first six weeks with baby
- How to play with your little one
- Baby Gear Road Test: Play yards

DECEMBER

- Holiday gift guide
- The top 10 products of 2010
- Baby Gear Road Test: Highchairs



Please note that editorial calendars are subject to change.



Pregnancy & Newborn



Pregnancy & Newborn

is the only monthly pregnancy magazine that gives mom-to-be a practical, real-life way to cope with all the changes of pending motherhood. With tons of information on prenatal health, emotional coping, maternity fashion and real-life issues, like career and romance, Pregnancy & Newborn has everything an expectant mom needs to get through her pregnancy with style and sanity intact. And unlike your ob, they'll stick around post due - date: After your baby arrives, Pregnancy & Newborn walks you through the intricacies of parenting a newborn and taking care of a new baby. They're a women's magazine for women who just happen to be pregnant.

Pregnancy & Newborn

Published 12x year
220,000 Circulation

ADVERTISING RATES

Classified Rates:

\$15.95 word / (14 wd Min)

Display Rates:

\$1495.00 (1/12th = 2.25" x 2.25")

ABOUT THE READERS

Average Age: 29.1

Average HHI: \$67,792

College Educated: 71.23%

Currently Employed: 69%

First Time Moms: 60.95

Average Time Spent: 2 Hours

HOW TO PLACE YOUR AD

Simply complete the order form
and fax it back to us at (352) 597-6201
or mail it to:

AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

ISSUE

CLOSE DATE

ON-SALE

*If you have any questions,
please call your representative:*

Or call (800) 675-7636