



A NEW LOOK AT MOTHERHOOD

pregnancy

MEDIA KIT 2017

Finding, Reaching, Informing & **ENGAGING**
Expectant Moms and Families

the joy **the challenge**

THE JOY

The day a woman discovers she is pregnant is the most exciting day of her life. It can also be the most stressful. The initial unbridled joy is quickly overwhelmed by a thousand questions. She is about to embark on a nine month process where she is constantly seeking information to allay fears and prepare for the most stupendous event of her life. The number of decisions to be made is daunting...but they must be made, and fast! Accurate, reliable information from trusted advisors quickly becomes the most important thing in her life beside her baby.

YOUR CHALLENGE

You have a very small window to reach her, create brand awareness and create purchase intent. If you wait too long, other brands will already be top of mind or worse, on her nursery registry already.



the pregnancy/infancy marketing challenge

For marketers, the New Mom market is huge, but notoriously difficult.

- New Moms wield enormous purchase power; \$140 BILLION in 2014
- New Moms do not self-identify, nor are they geographically or demographically identifiable. Standard marketing practices don't work!
- A marketer has only a few months to make a brand impression and get a sale, or may be locked out entirely.
- In 9-12 months they are **OUT** of the market so a marketer has to find an entire new customer base every year!
- Once brand loyalties are established they are nearly impossible to change.

Marketers have one chance, over a very short period to find, reach and sell new moms.

THE MARKETING LANDSCAPE FOR MILLENNIAL NEW MOMS HAS CHANGED

- This is **NOT** your Grandmother's pregnancy!
- 90% use smartphones as a primary information resource and 57% also use tablets.
- Millennial Moms spend 8.3 hours per day online, well more than 2x their time spent watching TV. And when they DO watch TV they are more likely to stream than watch broadcast.
- 44% notice ads online. Less than 40% notice TV ads.
- Social Media is critical to their lives. More than 50% of their online time is spent with Social Media.
- Marketers who continue executing only old school tactics risk missing more potential customers every day.



The marketer's solution to a changing landscape

Pregnancy Magazine is the trusted advisor moms-to-be need for a successful, enjoyable, joy-filled pregnancy. We find them early on and engage them throughout pregnancy and all the way through baby's first year.

Pregnancy Magazine is the only magazine with the resources to find & reach first-time pregnant and new moms where they spend their time: on their iPhones, tablets and online. As a leader in social media integration, we are finding and engaging moms-to-be wherever they spend their time and seek information.

Pregnancy Magazine can take your brand message places print and TV alone can't; to the hearts and minds of millennial moms-to-be. Our engagement levels will get your message noticed and acted on.



trusted

For 20+ years, Pregnancy Magazine has been a trusted advisor delivering honest, helpful, relevant stories and reviews covering preconception through the first year of infancy for the modern, digital mom-to-be of today, who is on the go 24/7.

engaged

Pregnancy Magazine is the only platform with the resources to find, reach and engage moms to be and new moms wherever they spend their time. Pregnancy Magazine has more Social Media followers per capita than any other pregnancy media.

everywhere

Pregnancy Magazine Content is available on their iPhones, tablets, online...even in their doctors' offices!

social media
power

A leader in social media integration, Pregnancy Magazine starts conversations that drive engagement and interaction well beyond the capability of other magazines or web sites.

pregnancy magazine **reach new moms**

PREGNANCY MAGAZINE REACHES OVER 1,500,000 MOMS-TO-BE EVERY MONTH.



PREGNANCY MAGAZINE ENGAGES READERS LIKE NO OTHER!

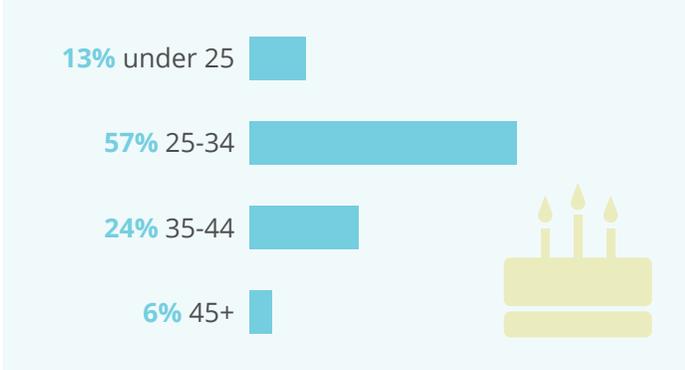
Over 650,000 FaceBook followers and growing every month

An Engaged reader is a more likely BUYER!

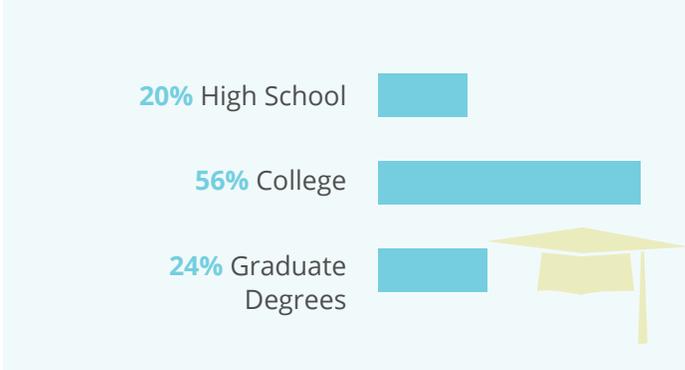
**more per capita than any other pregnancy vehicle*

PREGNANCY MAGAZINE READERS ARE DIVERSE, WELL-EDUCATED AND WELL-TO-DO!

AGE



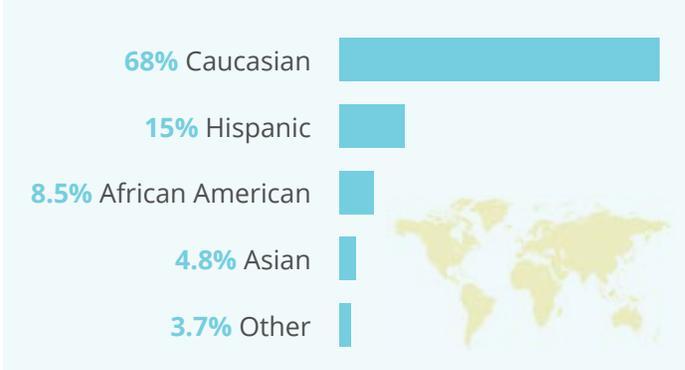
EDUCATION



INCOME



ETHNICITY



PREGNANCY MAGAZINE READERS ARE ENGAGED AND ENGAGED READERS BUY!

- 81% SHARE content, by email, word of mouth and social media
- 59% say they want to buy directly from ads
- 40% MAKE a purchase as a result of ads; online, in person, by phone or mail.

Offers advertisers the Once in a Lifetime Opportunity to establish brand awareness, build brand preference and SELL these Moms-to-be within a trusted, engaging environment.

- 70%++ of Moms claim brand loyalty from child to child.
- The clock is ticking! You have 9 months to establish your brand for YEARS!

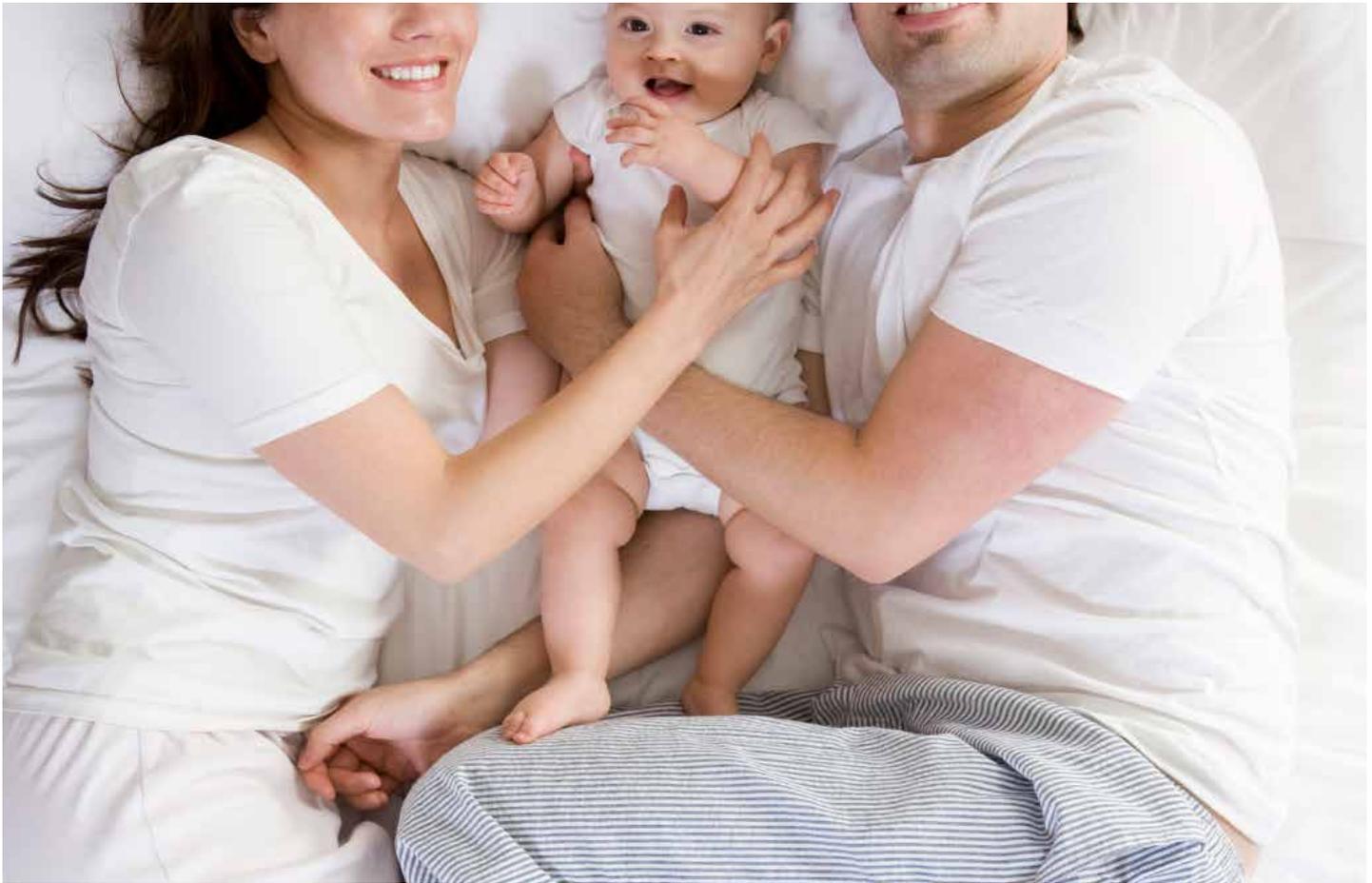
OPPORTUNITIES TO REACH, ENGAGE & SELL

- Awareness Building
- Brand Preference Establishment
- Thought Leadership
- Lead Generation
- Lead Nurturing

PREGNANCY MAGAZINE CAN FIT ANY BUDGET AND HELP WITH ALL OF THESE.



awareness



EACH MAGAZINE HAS ONE FOCUS:

- Health & Wellness
- The Big Day
- Sleep
- Pre-natal nutrition, breastfeeding and baby feeding
- The Pregnant Dad
- First Trimester
- Second Trimester
- Third Trimester
- Prepping for Baby
- The Nursery
- Plus: 2 Baby Products Buyers Guides

Each digital issue reaches 30,000 new moms. All issues listed with topics and rates and features (Live links, etc.)

Ad	Magazine (per Qtr.)	Buyers Guide Print Issues
Cover 2 spread	\$1,250	\$14,000
2 Page Spread	\$1,100	\$10,000
Cover 2	\$1,100	\$7,500
Cover 4	\$1,000	\$7,500
Full Page	\$750	\$6,000
Half Page	\$500	\$3,500

awareness

Pregnancy Magazine Buyers Guide

Featuring reviews and buying information about the best products for new parents, including the following categories:

EDITORIAL HIGHLIGHTS

What to Look For

- Top products in all the main categories.
- How to Choose
- Buyers Checklists and Product Comparison
- Charts to help readers decide at the store.

Buying Advice

- What do moms need now?
- What should they borrow or buy used?
- What are the best products to maximize family time? What is just plain fun to have?

DISTRIBUTION

This special issue will be distributed via 3 channels for a total circulation of 240,000:

Spring JPMA • Fall ABC Show • OB/GYN Offices
• Newsstand • On-line

DEADLINES

On Sale:	May 2017	October 2017
Space:	3/15/15	8/1/16
Readership:	240,000	240,000

Stretch your advertising budget by being part of this reference source for new moms selecting and buying products during pregnancy through baby's first year.

ENTREPRENEUR SPECIAL- Sposored Listings start at \$750.



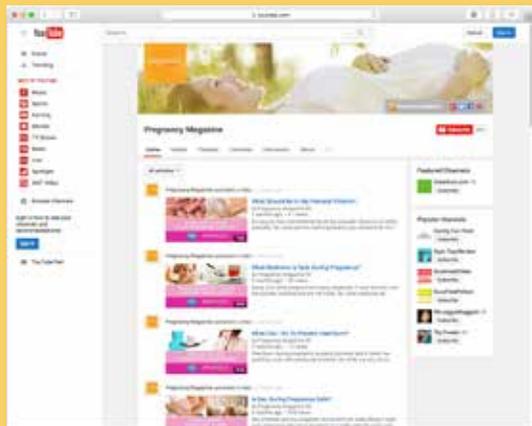
awareness

WEB SITE



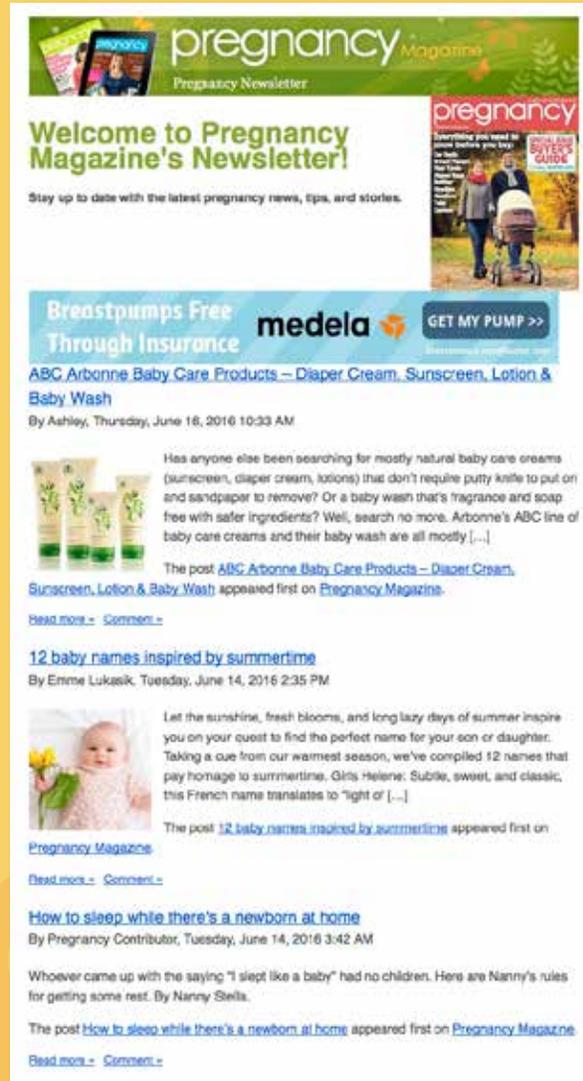
400,000 Unique Visitors Per Month, Prestitial, Leaderboard, Large Rectangle, Skyscraper And Mobile Ads Available. Online Pricing Starts At \$25 CPM.

VIDEO



Pregnancy Magazine's own, branded YouTube channel. 15 second sponsor spots available on up to 15 authoritative, quality videos. Call for pricing.

NEWSLETTER



Weekly opportunities to get into the inboxes of thousands of new moms and moms to be. \$500 per week.

brand preference establishment

ISSUE TAKEOVERS – BUILD BRAND FAST!

- 3 Full Page ads including adjacent to contents page
- Prestitial pop-over requiring click
- \$500 per issue per month.

ISSUE COVER PACKAGE – GREAT FOR PRODUCT ANNOUNCEMENTS!

- “Issue Sponsored By” cover ad
- 3 Full Page ads including Back cover.
- 1 page “Advertorial”
- \$1000 per issue per month.

SUBSCRIPTION GIVEAWAYS

- Advertisers entitled to use subscriptions to Pregnancy Magazine as giveaways or for merchandising/incentive.

ISSUE CATEGORY EXCLUSIVITY POSSIBLE



lead generation

CONTENT DOWNLOAD SPONSORSHIPS

Your company sponsors custom content promoted to PM readers in issues, online and via email and social media. Your brand featured in promotion and ad inserted into download. You pay only for leads! Cost per lead starts at \$15.

CUSTOM CONTENT

Pregnancy Magazine can create custom, single-sponsored issues or beautiful, expert-written third party articles for your use online or for retail distribution.

CONTESTS, QUIZZES AND POLLS

Fantastic lead generators fun, engaging and eminently social media worthy. Pricing varies with scale...call for details.

LEAD NURTURING & AFFINITY MARKETING

Any lead generation program can be followed up with an ongoing "drip campaign" to nurture leads, make offers, distribute coupons and offers and gather more information

We offer programs where you capture leads, and programs where we do the lead nurturing for you!

Out of Home

Reach moms IN their OB/Gyn's offices –

There is, of course no more trusted advisor through pregnancy than Mom's own OB/Gyn. Pregnancy Magazine has content rich poster boards In OB/Gyn offices ready for your messaging AND a brochure!

Your ad and brochure in 50-500 (or more!) OB/GYN offices. Regional and demographic placement available.

Installed and managed by Pregnancy Magazine



contacts

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For general or editorial questions or comments, please contact us at editors@pregnancymagazine.com

For marketing and advertising information with Pregnancy Magazine, GreatDad.com or our parenting websites, please email us at advertising@pregnancymagazine.com



ad specs

ONLINE SPECS

- Skyscraper 120x600
- Rectangle 300x250
- Leaderboard/Newsletter Top banner 728x90
- Mobile 320x50

Ad should contain no bleed, gutter, or crop marks. For best results, please save PDF as “distilled.”

PRINT SPECS

576.00 x 756.00 points, or approx. 8” x 10.5”

2 Page Spread: Must be provided as two full page

1/2 page horizontal: 8” x 5.25”

1/2 page vertical: 4” x 10.5”

1/3 page column: 2.8 x 10.5”

1/4 page square: 4.0 x 5.25”

SPECIAL NOTE FOR DIGITAL PRINT ISSUES

Ad should contain no bleed, gutter, or crop marks. For best results, please save PDF as “distilled.”

PDF REQUIREMENTS (PDF/X-1A FORMAT)

Image Resolution - Have minimum resolution of 300 DPI. (Higher resolutions are encouraged.)

- Fonts and Transparency - Contain embedded fonts and flattened transparencies.
- Printer Marks and Page Bleed - Do NOT contain bleed, gutter, or crop marks. (What you see on your PDF within the crop box is what your digital edition will look like.)

- InDesign settings - Please put setting on “distilled” for best results.
- Reader Spreads - Contain individual pages, NOT cover layouts or other reader spreads.
- Page Parity - Have an even number of pages for the total publication.
- Masked Text - Have no masked text. Hidden layers will be brought to the top layer during the vector conversion process. Please remove all masked text in your document if you would like to use the vector converter.
- Selectable Text - In order for our system to search the issue, we must be able to select, copy & paste the text. If you use text outlines or raster images and you can not select, copy & paste the text then your issue will not be searchable. Also, private use Unicode characters will not be searchable. (Click here for more information about private use Unicode characters.)
- RGB Colorspace - Use RGB colorspace. Using CMYK is supported but CMYK colors must be converted to RGB colors to display in a digital edition. Depending on your color profile, some colors transitioned from CMYK to RGB may come through as washed out or not as true as you might like. Using RGB colorspace obviates the need for color conversion and can result in truer colors in the resulting digital edition.
- Overprint - Do not use overprint. Overprint data included in a PDF source will be ignored.

ad specs

AUDIO

Audio must be uploaded in MP3 audio format.

VIDEO

Video must be uploaded in FLV video format.

The recommended bitrate is between 300kb/s and 700kb/s. The maximum file size for a video is 100MB. Videos must have a duration of 1 second or more.

FLASH ANIMATIONS

Please supply animation as Flash 9 or above.

Any ActionScript in Flash files must be written in AS2 for the Flash Viewer, AS3 for Flash Viewer 2.0. You must supply both .SWF and .FLA files.

- Avoid the use of AS1.0 and AS2.0 code and buttons in animations intended for Flash Viewer 2.0.

- Very important - your SWF must be trusted and in order to do this it must contain the following two lines: `import flash.system.Security; Security.allowDomain("*");`

- Make sure there is no white space around the edge of the Flash animation. Use a transparent background to define the correct area of the animation

- Set the Flash file to a frame rate of 24 fps.

- For animations that shouldn't loop, please "action script" it as such.

- Any action script used in the animations cannot use the root reference. It must instead use parent references.

- If you wish links to be tracked via BlueToad's statistics package, there should be no links in the animations we are given. We will create the links so they can be tracked.

- There is no file size limit on animations, but for loading purposes, the files should be as small as possible.

- Images should be set to lossless compression instead of photo compression.

- Flash animations must be the same size as your pdf page size. The size of vector-based animations will be variable based on the uploaded PDF. They will retain the same pixel width as the original. Zoom factor 1 = 960px wide. Zoom factor 2 = 1100 px wide. Zoom factor 3 = 1225 px wide. Nonstandard pages can have smaller widths within the publication. To get the dimensions of a specific page, go into the Replace Page dialog in the setup app for that particular page. That is how you can find out what size the SWF needs to be.

- Create masking only for animation, not for dynamic content like "dynamic text" and "dynamic images". Dynamic text and dynamic images should be not be in the masking layer.

- Audio should be in "stream" mode only. If MP3 format if possible.

- Animations that only run one time should be animated in the main timeline (not in the movie clip).

- Animations which need to show in loop animations should be movie clips.

- Sounds used in loop animations should be set to "stream" mode.

- To avoid errors don't use null object references.

ad specs

GENERAL GUIDELINES

- All creative is due 5 business days prior to launch date
- We accept standard banner, Flash®, 3rd party redirect and rich media ad formats
- Third party ad tags are accepted
- No looping restrictions
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Subject to IAB Terms & Conditions
- Advertiser to pay 3rd party serving fees

EMAIL NEWSLETTER GUIDELINES

- Email ads must be GIF or JPEGs; no Flash accepted

FLASH GUIDELINES

- A default GIF/JPEG is required
- All ads should be coded so that click-throughs launch a new browser window using target="_blank"
- Flash ads need to have a clicktag encoded rather than a hard-coded click-thru command

terms & conditions

1. Pregnancy Magazine Group ("Publisher") will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.
 2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Pregnancy Magazine without the prior written permission of the Publisher.
 3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
 4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
 5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
 6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
 7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
 8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
 9. Advertisements in other than standard sizes are subject to Publisher's approval.
 10. Pregnancy Magazine is a member of the Alliance of Audited Media (AAM). Pregnancy Magazine reports its total circulation on an issue-by-issue basis which is audited by AAM. Pregnancy Magazine does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates. For newsstand distribution purposes, a 5% margin must be allowed for regional circulations.
 11. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.
 12. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
 13. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
 14. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability.
 15. No rebate will be allowed for insertion of wrong key numbers.
 16. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/ or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
 17. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims").
- In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products

terms & conditions

(including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

18. The advertiser agrees to and do indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

19. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Pregnancy Magazine.

20. All advertisements must be clearly identified by the trademark or signature of the advertiser.

21. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.

22. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

23. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

24. The advertiser agrees to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.

25. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

26. All issues related to advertising will be governed by the laws of the State of California applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.