



American Baby Sampler For Expectant Parents

Early third-trimester sampling

2 Million annually
500,000 quarterly

\$ 60/M Base Price

The American Baby Sampler For Expectant Parents reaches moms-to-be before their third trimester, when three-quarters of all baby spending takes place. Anchored by an exclusive custom *American Baby* special edition, this sampler is distributed through Ob-Gyn offices.

Over 20-year Partnership with Ob-Gyns

- Meredith Parenthood Group works with Ob-Gyns through national meetings and focus groups.
- Each Ob-Gyn receives only the number of packages requested.

Program Profile

Audience: Expectant mothers before their third trimester

Quantity: 2 million annually; 500,000 quarterly

Distribution Channel: Ob-Gyn offices

Distribution Dates: February/March, May/June,
August/September, November/December

Insert Size: No weight restrictions. Maximum size: 8½" x 11"

Participants: This highly exclusive program is only available to a limited number of advertisers

The Right Audience for Your Sample

Pregnant: 100%
Average Age: 28
First-Time Moms: 68%
Attended/Graduated College: 77%
Employed: 82%
Average HHI: \$56,100

Pricing

<u>Weight</u>	<u>Price/m</u>
≤ .25 oz	\$60/m
≤ .30oz	\$65/m
≤ .40 oz	\$75/m
≤ .50 oz	\$85/m
≤ .60 oz	\$90/m
≤ .70 oz	\$100/m

- Rates apply to paper inserts only. Sample prices are quoted individually based on weight & size.
- Prices are based on orders greater than 250,000 units
- Minimum spend \$10,000
- Add \$20/m for regional selects
- Add \$215/m for Hispanic-only select

Program Manager

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