



## American Baby Sampler For New Parents

*Blanket Coverage with no waste*

**3 million annually**  
**250,000 monthly**

**\$ 60/M Base Price**

The American Baby Sampler For New Parents is distributed to new moms as they leave the hospital, through 4,000 maternity wards nationwide. Anchored by American Baby First Year of Life, and filled with products, samples, coupons, and literature, the American Baby Sampler For New Parents is ideal for encouraging trial and stimulating loyalty at a key product purchasing stage.

### The Best in the Industry

- Since 1985, we've owned and operated American Baby Sampler For New Parents, which is recognized and valued by maternity nurses.
- Our combined English and Hispanic postnatal samplers reach 3.6 million moms—blanketing the reachable birth market without waste.
- Every shipment is directly requested by hospitals prior to distribution.
- Hospitals are monitored throughout the year to ensure accurate, timely distribution.

### Anchor magazine — American Baby The First Year of Life

American Baby First Year of Life is a month-by-month growth and development guide to baby's first year. Launched in 1978, American Baby First Year of Life offers new moms age-specific information, advice and support on baby's physical, social and intellectual development. The First Year of Life is BPA audited.

### Program Profile

**Audience:** New mothers, upon leaving the hospital  
**Quantity:** 3 million annually; 250,000 monthly  
**Distribution Channel:** 4,000 maternity wards  
**Distribution Dates:** Monthly  
**Insert Size:** No weight restrictions. Maximum size: 8½"x 11"  
**Targeting:** Select from 96 geographical regions

### The Right Audience for Your Sample

New Mothers: 100%  
 Average Age: 30  
 First Time Parents: 22%  
 Attended/Graduated College: 51%  
 Average HHI: \$56,826

### Pricing

Weight	Price/m
≤ .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 \$25/m for Hispanic-only select

### Program Manager

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