

**American Baby  
Welcome Issue  
Co-op Mailer**  
Early prenatal hotline co-op



**750,000 annually     \$ 70/M Base Price**

This powerful polybag co-op, which houses the American Baby Welcome Issue, is mailed to expectant women in their first or second trimester within two to three weeks of subscribing to American Baby, with editorial focusing on mid-pregnancy issues and welcoming baby.

**Program Profile**

**Audience:** Expectant moms  
**Quantity:** 750,000 annually  
**Distribution Dates:** Mailed every 10 days to American Baby hotline names  
**Insert Close:** Every 10 days  
**Insert Size:** Maximum Size: 7 7/8" x 10 1/2"

**The Right Audience for Your Sample**

1st & 2nd trimester: 100%  
 Media Age: 29  
 First-Time Parents: 24%  
 Employed: 56%

American Baby's new Welcome Issue emphasizes mid-pregnancy issues such as maternity wear, fitness, and nutrition, along with how to prepare for baby's arrival. This includes tips on product decision making, baby showers, the registry process and setting up baby's nursery. The Welcome Issue is BPA audited.

**Pricing**

<u>Weight</u>	<u>Price/m</u>
≤ .25 oz	\$70/m
≤ .30oz	\$85/m
≤ .40 oz	\$95/m
≤ .50 oz	\$105/m
≤ .60 oz	\$110/m
≤ .70 oz	\$120/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 \$15/m for regional selects
- Add \$15/m for Hispanic-only select

**Program Manager**

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