

# American Baby Sampler For Expectant Parents

20-Week Visit sampling



**2 Million annually**  
**500,000 quarterly**

**\$ 60/M Base Price**

The American Baby Sampler For Expectant Parents reaches moms-to-be at their 20-week OB/Gyn visit, 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 Parents Network Custom Solutions 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

**Quantity:** 2 million annually; 500,000 quarterly

**Distribution Channel:** OB-Gyn offices

**Distribution Dates:** March, June, September, 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 \$25/m for Hispanic-only selects

### Program Manager

George Bardenheier—georgeb@partnersmarketing.com  
Phone 630-524-9901 x 16 Fax 630-524-9909