



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's First Year, 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, Meredith has owned and operated American Baby Sampler For New Parents, which is recognized and valued by maternity nurses.
- The 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's First Year

American Baby's First Year is a month-by-month growth and development guide to baby's first year. Launched in 1978, American Baby's First Year offers new moms age-specific information, advice and support on baby's physical, social and intellectual development. American Baby's First Year 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 Mothers: 24%
 Attended/Graduated College: 54%
 Average HHI: \$44,505

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 selects

Program Manager

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