

Ser Padres Bebé
Sampler
Postnatal Hispanic sampling



600,000 annually
150,000 quarterly

\$ 60/M Base Price

Hispanic births account for nearly one-in-four U.S. births, making it the fastest growing segment of the U.S. birth market. As the first sampling program of its kind, established in 1988, Ser Padres Bebé Sampler is distributed to new Spanish-speaking moms nationally.

Program Profile

Audience: Hispanic mothers upon leaving the hospital
Quantity: 600,000 annually; 150,000 quarterly
Distribution Channel: Hospital maternity wards
Distribution Dates: March, June, September, December
Insert Size: No weight restrictions. Maximum size: 8½"x 11"
Targeting: By state

The Right Audience for Your Sample

Age 18-34: 88%
Average Age: 30
First-Time Mothers: 46%
Child Age 2-5: 36%
Child Age 6-11: 24%
Average HHI: \$20,400

Anchor magazine —Ser Padres Bebé

Ser Padres Bebé (formerly 12 Meses) is the first magazine Hispanic moms receive while still in the hospital. Filled with culturally relevant editorial and expert advice written in Spanish, Ser Padres Bebé provides new moms with the basics on caring for baby during the first year—feeding, bathing, diapering, soothing and more. Ser Padres Bebé is BPA audited.

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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