

**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 two weeks to American Baby hotline names
Insert Close: Every two weeks
Maximum Insert Size: 7 7/8" x 10 1/2"

The Right Audience for Your Sample

1st & 2nd trimester: 100%
 Media Age: 29
 First-Time Mothers: 23%
 Employed: 49%

American Baby's Welcome Issue emphasizes mid-pregnancy topics 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 \$20/m for regional selects
- Add \$25/m for Hispanic-only selects

Program Manager

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