

American Baby[®]

FIRST
YEAR
OF LIFE

HELLO, BABY!
A Look at Your
Not-So-Fragile
Newborn

6 Months
& Sitting
Pretty

CURIOSITY KID
Discovering
The World
And Making
Mischievous

The First Step
When Will Baby
Start to Walk?

Want
More?

Check out
firstyearoflife.com
for an e-magazine
version

How Your Baby
Grows From
BIRTH TO 1ST BIRTHDAY

american
baby

Mom to mom. Woman to woman.®

the first year of life



3,000,000 annual circulation - 3 printings a year

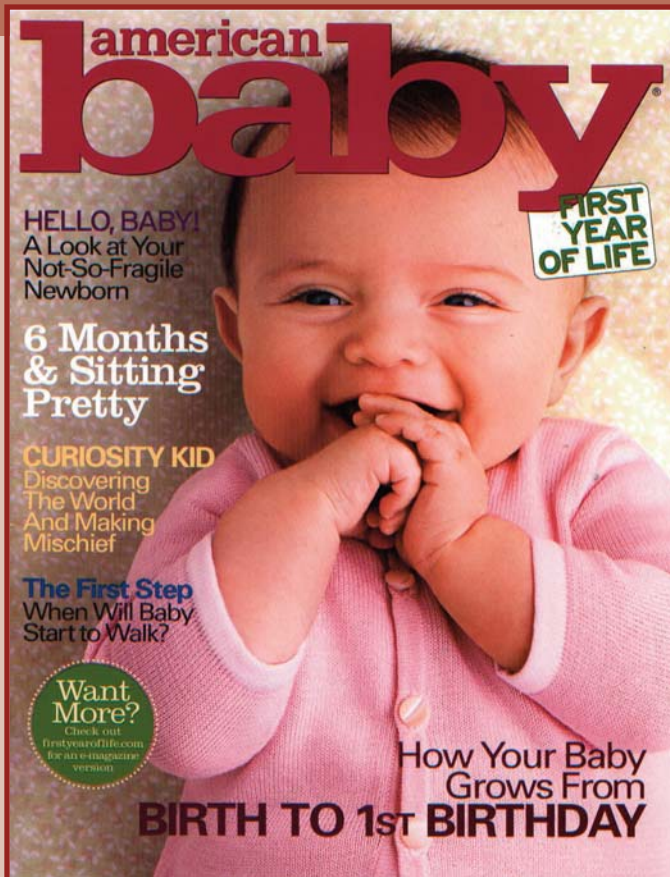
Written by the editors of American Baby, **First Year of Life** provides new moms with everything they need to know about the Unique month-by-month format offers targeted ad positioning in the month most relevant to your product message.

Distributed by nurses in 4,000 maternity wards through the American Baby Sampler for New Parents.

demographic profile

New moms	100%
Median age	27
Any college	65%
First-time parent	54%
Child 2-5	67%

First Year of Life



American Baby's First Year of Life

published by American Baby, First Year of Life is an exciting guide that highlights baby's first year milestones.

From the first smile to sitting, crawling, cruising, and finally, walking. Also, included are answers about typical baby-care issues.

American Baby's First Year of Life

Published 3x year
3 Million Readers
1,000,000 Circulation

ADVERTISING RATES

Display Rates:

\$1,350.00 per inch / column width 2.25"

Classified Rates:

\$27.95 per word / 14 word minimum

ABOUT THE READERS

Child Under 1 Year: 100%
Median Age: 26
Median HHI: \$32,500
College Educated: 69%

HOW TO PLACE YOUR AD

Simply complete the order form and fax it back to us at (352) 597-6201

or mail it to:

AMERICA'S MediaMarketing
13169 Jacqueline Rd.
Brooksville, FL 34613

ISSUE

CLOSE DATE

ON-SALE

*If you have any questions,
please call your representative:*

Or call (800) 675-7636