

# American baby®

AUGUST 2009

The Nervous  
Parents' Guide  
to Bathtime,  
Nail Trimming  
and More

→ Car Seats  
Made Easy

**TOILET  
TRAINING**

How Early? How Fast?  
Who Decides?

**New  
Baby  
Gear**

Take the Mess  
Out of Mealtime

One Mom's  
Simple  
Solution  
For Peace  
& Quiet

# 6.5 Million Readers

# American Baby



## American Baby

Published 12x year  
 6.5 Million Readers  
 2,000,000 Circulation

### ADVERTISING RATES

#### Display Rates:

\$2,650.00 per inch / column width 2.25"

#### Classified Rates:

\$48.95 per word / 14 word minimum

### Some Letters From Our Advertisers...

I just wanted to take time to say Thank You for the great job you have done as my account representative for American Baby magazine. I have been advertising with you for years and have been very happy with my results.

*Bill Berg*

I would like to take a moment to sincerely thank you. Our client is extremely pleased with the results of advertising in American Baby.

Even more importantly, I would like to thank you personally for the exceptional customer service you have provided us. From your initial help with designing the ad to your continuous follow-ups with us, your continued assistance has been priceless.

*Dennis Shears*

I have been advertising in American Baby for several years... I am very pleased with the number and type of people who respond to my ad.

*Ann Muller*

I have been advertising in American Baby for quite some time, and always found it to be a very good medium. I always receive my renewal forms in plenty of time, which is important to me. Overall I am very pleased with American Baby.

*Grant T. Seely*

## 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

<u>ISSUE</u>	<u>CLOSE DATE</u>	<u>ON-SALE</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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

**Or call (800) 675-7636**

# American Baby

Where The Conversation Begins

Life changes completely when a woman learns she's going to become a mom. From the moment she enters this uncharted territory through every exciting stage along the way, she needs guidance and support.

That's what she gets from *American Baby*—the leading resource for the expecting woman and the new mom. It's the first place she turns for information about her baby and herself on her incredible journey through motherhood.





## AMERICAN BABY

### editorial mission

Nothing changes life more for a woman than when she learns she's pregnant. That's why she turns to *American Baby*—for the support and information she needs on every aspect of her exciting, time-pressed life. *American Baby's* audience of highly engaged women are passionate and loyal consumers ready to be won over as they begin the incredible journey to motherhood.

### circulation

With a circulation of 2 million and a total readership of over 6 million, *American Baby* is the leader by far in its category. With over 200,000 new subscription requests each month and no "free renewals," your message always reaches a fresh audience that is ready to buy. Delivering to both expectant and new moms, *American Baby* is distributed in all the right places, at just the right times—at home, inside OB/GYN offices or through American Baby Alliance.

### direct buying power

*American Baby* readers are a responsive audience, anxious to buy a variety of items for a new life stage.

- Almost all (96%) made a direct purchase (mail, phone or online) in the past year
- They averaged 12 direct purchases, 46% higher than the national average
- 91% took action as a result of reading an article/ad
- 73% visited a website mentioned in an ad
- 57% clipped/saved a company's website address
- 42% purchased products/services they saw in *American Baby*

### audience profile

rate base	2,000,000
readership	6,527,000
frequency	12 times
median age	30 years
median household income	\$45,199
own home	47%
median home value	\$172,687
female/male ratio	88/12

Sources: MRI Fall 2008; June 2008 BPA Statements  
Response Styles 4, conducted by Research Solutions, Inc., 2007

# Audience Profile

American Baby



Issue	Audience (000)	Composition (%)	Index
Adult	6,527	100	100
Women	5,744	88	170
Age 18–34	4,339	67	217
Age 18–49	5,790	89	148
Age 25–34	2,551	39	218
Median age	30	—	—
Median HHI	\$45,199	—	—
Employed	3,748	57	83
Married	3,536	54	97
2+ children in HH	3,247	50	204
Child <2 years	2,756	42	503
Child 2–5 years	2,883	44	294
Child 6–11 years	1,967	30	161

# 2010 Editorial Calendar

American Baby

**January** Closing Date: November 6, 2009

**Mom:**

- Mane Attraction
- Plus-Sized and Pregnant
- Waist Management
- Celebrity Interview: Rebecca Romijn

**Baby:**

- Vision Quest
- Kidding Around
- Come On Get Happy (Soothing)
- Late Bloomers
- 50 Best Foods

**February** Closing Date: December 7, 2009

**Mom:**

- Why Isn't My Workout Working?
- Bringing Sexy Back
- Back Pain and Posture
- Pump It Up
- How to Babyproof Your Marriage

**Baby:**

- The Truth About Vaccines
- XX vs. XY (Gender Differences)
- Mind Reading
- Why Didn't Anyone Tell Me?
- Color Coded: Nursery Trends

**March** Closing Date: January 6, 2010

**Mom:**

- New Moms' Biggest Beauty Blunders
- Baggage Claim (New Diaper Bags)
- Keep Breathing (Easing Labor Fears)

**Baby:**

- The Dirt on Germs
- Mine!
- 10 Fingers and 10 Toes...and Other Signs That Baby's Healthy
- Top Nap Traps
- Routine Business (The Importance of Routines)
- Behind the Price Tag

**April** Closing Date: February 5, 2010

**Mom:**

- New Mom Makeovers
- Skirting the Issue
- Breastfeeding the Second Time Around
- Falling Off the Wagon: Diet and Exercise

**Baby:**

- Please Be Seated (Quick Picks: Car Seats)
- How Am I Going to Get Her to Sleep?
- Pushing the Limits
- Why We Love 2-Year-Olds
- Grocery Cart Intervention
- Secrets of the Peds Office

**May** Closing Date: March 5, 2010

**Mom:**

- Suit Yourself
- Cheat Sheet to Labor Speak
- 5 Super Pregnancy Foods

**Baby:**

- Pollen's in the Air
- Playing Solo
- Talk to Me...Please!
- The 10 Best Traveling Tricks From Experienced Moms
- Stroller Parade
- Why I Love Being a Mom

**June** Closing Date: April 6, 2010

**Mom:**

- Dressed for the Sun
- Barefoot and Pregnant
- Will It Happen to Me?
- Credit Savers

**Baby:**

- See If You Can Pass This Test: Safety and First Aid
- Colic, Crying, and Everything in Between
- Off the Bottle
- Swingin' Styles For Summer

# 2010 Editorial Calendar

American Baby

## July

Closing Date: May 6, 2010

### Mom:

- Summer Beauty
- Shorts and Tanks Maternity Fashions
- Etiquette: You vs. Them
- Down-There Repair

### Baby:

- Circumcision
- Sun Safety for Babies
- Taking Those First Big Steps
- Backyard Toys
- Surviving the First Six Weeks

## August

Closing Date: June 7, 2010

### Mom:

- Keeping Your Cool (Hydration)
- Labor Pain Relief

### Baby:

- Health Q&A
- Potty Training: When to Get Started
- Baby Games/Lullabies
- Mealtime Stuff
- What's Your Parenting Style?
- Clean-Up Time

## September

Closing Date: July 6, 2010

### Mom:

- Nutrition Q&A
- Preparing For Childbirth/Methods
- Maternity Lingerie
- Fall Beauty

### Baby:

- Ear Infections/Strep
- Mommy Shortcuts
- The Small Highlights of the First Year
- Layette
- Survivor: The Office
- Birth Order: What Does it Mean?

## October

Closing Date: August 6, 2010

### Mom:

- Raising a Grandparent
- Are You Overdue?

### Baby:

- Asthma
- Starting Solids
- Odd Little Newborn Quirks
- AMBY Award Winners
- Keeping the Romance Alive
- Halloween Infant Costumes

## November

Closing Date: September 6, 2010

### Mom:

- Birth Control
- Premature Babies

### Baby:

- Colds and Flu
- Weird Toddler Obsessions
- Who Will Your Baby Be?
- Best Toys of the Year
- Fetal Development in Pictures

## December

Closing Date: October 6, 2010

### Mom:

- I've Got Cleavage!
- Choosing a Pediatrician
- Good Tips for Bed Rest

### Baby:

- Winter Skin Care
- Why Babies...
- When I First Fell in Love With Baby
- Bath Time Toys and Stuff
- Baby Names