

# Parents

# Healthy Kids



FALL 2007

## School Special

Snacks For Kids  
Healthy All Year Long  
Playground Safety

**TOOTH TRUTHS**  
Your Dentist  
Won't Tell You

**KEEP YOUR  
BABY SAFE  
IN HIS CRIB**

Why Your  
Child Needs  
Much More  
Exercise

## Parents Healthy Kids

Helping Moms Manage Their Family's Health

*Parents Healthy Kids* answers readers' questions about their children's health and provides easy-to-access information from the nation's top medical, nutritional and safety experts.

### TARGETED DISTRIBUTION

With distribution by more than 5,500 pediatricians nationwide, *Parents Healthy Kids* is the ideal vehicle to reach moms with children aged 0–10 looking for answers regarding their family's well-being.

**2 issues per year:** Fall and Winter



### QUALIFIED READERSHIP — BPA AUDITED AND VERIFIED

Circulation	700,000
Total Audience	1.4 million
Female/Male	83/17
Median Age	33
Median HHI	\$55,800
Employed	64%
Attended College+	57%

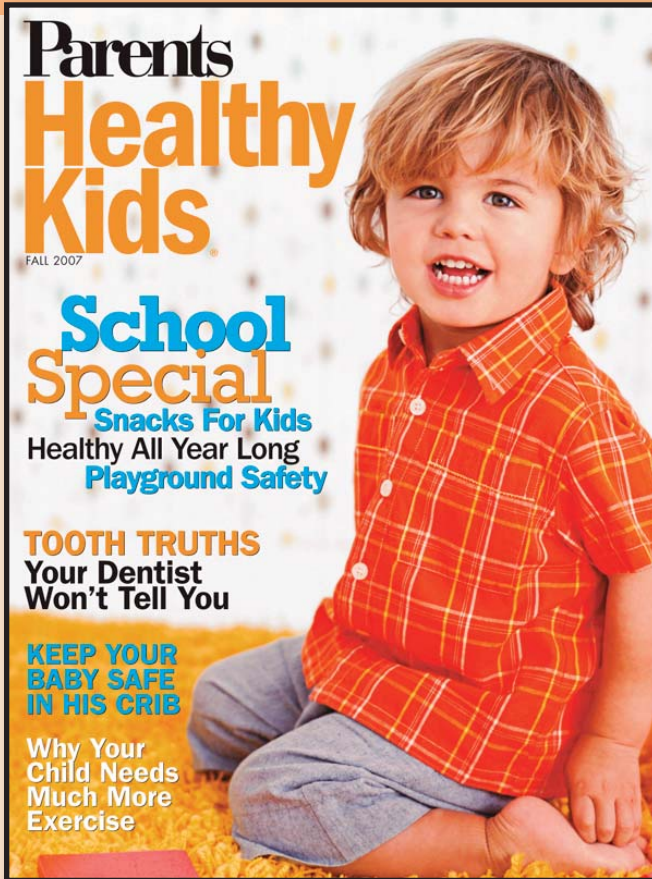
### FALL 2008 EDITORIAL CONTENT

- Nutritious Brown Bag Lunches
- Total Guide to Kids' Sleep
- Giving Medicine to Kids
- Your Genes, Your Child
- Germ Alert
- Kids and Media
- Nutrition News: Healthy Teeth Secrets
- Health News: First Aid Tips
- *Parents* Picks: Best New Health Products

Source: MRI Doublebase 2007; publisher-defined prototype

# 1.4 Million Readers

# Healthy Kids



## Healthy Kids

Published 2x year (Fall and Winter)  
500,000 Ratebase

### ADVERTISING RATES

#### **Classified Rates:**

\$185.00 per line / 2 line min.

#### **Displays Rates:**

\$1,050.00 per inch

## Healthy Kids

Parents Magazine's core mission has always been to help moms and dads raise happy, healthy children. Now, Parents introduces Parents Healthy Kids, a new publication dedicated solely to the belief that a healthy child is a happy child. Because the editors of Parents Healthy Kids know that readers share our passion for the well-being of all kids.

With a guaranteed distribution of 500,000 copies per issue, Parents Healthy Kids is available to readers exclusively at more than 5,000 family pediatricians' offices around the country.

Parents Healthy Kids provides supportive, up-to-date advice for moms and dads of children aged 0-10. Published twice annually with season-specific advice and tips, the magazine covers food and nutrition, health, fitness and safety issues. The magazine answers readers' questions about their children's health and provides easy-to-access information from the nation's top medical, nutritional and safety experts.

## 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

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

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