

# Mom

A Happy Family Starts With You



2010

# Capture and influence an audience of highly engaged moms at every touchpoint. Generate the best results with a 360° approach.

**Mom** is the first magazine of its kind to truly welcome readers into the mom community with real-life talk about what's most important to them. With practical information that validates, supports, and empowers, **Mom** magazine provides the sustenance, camaraderie, and community that moms crave.

## Print

Moms are the world's most engaged consumers. They want multiple points of view and enriching dialogue on everything they care about. **Mom** magazine has a total distribution of 100,000 copies with newsstand delivery via Time Warner, as well as digital subscriptions, online single copy sales, and delivery to pediatricians offices in top DMA's nationwide. **Mom** offers entertaining content that is witty but intelligent, giving today's moms the latest how-to articles, fashion tips, and buying advice they are hungry for.



with exclusive content in partnership with the Hot Moms Club

## Online

**Mom360.com** is part of a powerhouse media community for moms through which advertisers can build their brands amid an engaged, educated, and influential buying audience. We offer unique Web 2.0 capabilities such as video blogging and sponsorship through our partnership with Pregnancy360.com, MommyBlips.com, NewBaby.com, GreatDad.com, and MomTV.com.



Our partners include:

[pregnancy360.com](http://pregnancy360.com)

[Mommy Blips](http://MommyBlips.com) where smart moms go

[NewBaby.com](http://NewBaby.com)  
Where Moms Learn, Share and Create Memories with Video

[Great Dad.com](http://GreatDad.com)

[MomTV](http://MomTV.com)



## Events

**Mom** offers exclusive sponsorships for an extensive array of events that focus on the world of motherhood. Our events range from our sponsorship of Pregnancy Awareness Month, customized nursery giveaways, to our top-notch baby showers for celebrities like Ana Ortiz, Charlie Sheen, and Judy Reyes. **Mom's** events reach a unique and untapped audience, and provide our partners with many opportunities for exceptional product exposure, unique PR coverage, and viral word-of-mouth coverage found only with us.

Exclusive celebrity event partner: [HotMomsClub](http://HotMomsClub.com) redefining motherhood

## Experiential Opportunities

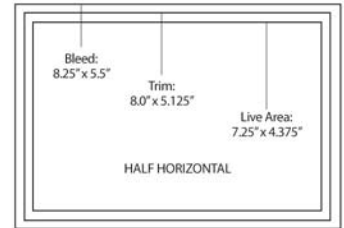
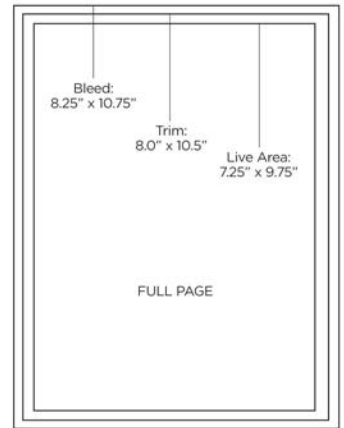
**Mom** is at the forefront of experiential marketing with innovative experiential events such as mom-influencer mixers, in-home parties, and online social-media tours. These unique events are conducted through our exclusive partnership with mom marketing expert, Maria T. Bailey, and they are designed to generate the viral social media buzz we all seek. Some events have generated up to 10 million+ impressions!



# MECHANICAL SPECIFICATIONS

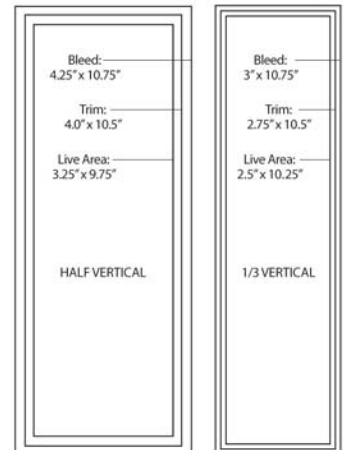
- FORMAT** Preferred file format is a PDF-X1A. If a PDF-X1A cannot be supplied, a regular PDF with bleeds, or an EPS file would be accepted from Illustrator or InDesign; embedding all images and converting all fonts to outlines.
- IMAGES** CMYK TIFF or EPS images only with a resolution of 266 dpi minimum to 300 dpi maximum. All colors must be in CMYK.
- FONTS** All fonts (screen and printer), must be PostScript (NO TRUE TYPE), and must be supplied in a separate folder
- MEDIA** Material may be submitted via e-mail or transmitted via File Transfer:  
<http://filetransfer.futureus.com>  
 Username: ppreg  
 Password: Adv3rts5
- FILM** No film will be accepted
- PROOFS** We require 3M Matchprint, Kodak Approval, Agfa Pressmatch, Fuji Color Art, or chromalin proofs

*Future US cannot and will not guarantee color and layout if it does not receive SWOP-approved color proofs.*



AD SIZE	BLEED	TRIM	LIVE AREA
Double-Page Spread*	16.25" x 10.75"	16" x 10.5"	15.25" x 9.75"
Full-Page Spread	8.25" x 10.75"	8" x 10.5"	7.25" x 9.75"
Half-Page Vertical	4.25" x 10.75"	4" x 10.5"	3.25" x 9.75"
Half-Page Horizontal	8.25" x 5.5"	8" x 5.125"	7.25" x 4.375"
1/3 Page Vertical	3" x 10.75"	2.75" x 10.5"	2.5" x 10.25"
1/4 Page Square	n/a	n/a	4.75" x 4.75"

\* Double-Page Spreads must be submitted as one single page



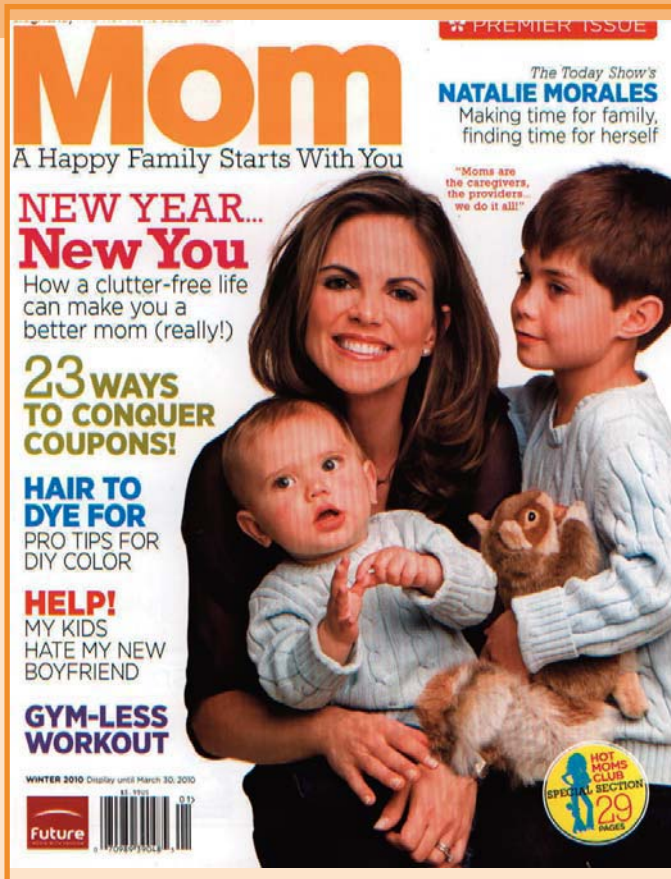
## AD RATES

Double-Page Spread	\$11,970	Inside Front Cover Spread	\$14,826
Full-Page	\$6,700	Outside Back Cover	\$8,137
Half-Page	\$4,053	Inside Back Cover	\$7,764
1/3 Page	\$2,460	Full Page	\$7,350
What's Kickin'	\$840	(facing content pages)	

These rates apply to all 4-, 3-, 2-color and B&W pages.  
 All prices are NET and EXCLUDE agency commissions.  
 Terms net 30 days after receipt of publication invoice.

**25% premium position charge**

*Custom & sponsored content available, please contact your sales rep for more information.*



## Mom

A parenting magazine that is hip, filled with celebrity mom interviews, helpful tips and trends, innovative baby/child products, beauty and shopping ideas for the everyday busy mom.

## Mom

Published 4x year  
100,000 Circulation

### ADVERTISING RATES

#### Display Rates:

\$395.00 per inch  
\$495.00 1/12th  
\$795.00 1/6th  
\$595.00 Hot to Have

#### Classified Rates:

\$9.95 per word / 14 word minimum

## 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*